

PART I OF TWO PARTS

JULY 5, 1957

Sales Management

THE MAGAZINE OF MARKETING

What is the "Marketing Concept"?
Page 34

Future Sales Ratings Board Report
Page 54



MILLIONS
ON THE
BARRELHEAD
TO WIDEN
MARKETS
FOR SCHLITZ

Page 29



A BILL BROTHERS PUBLICATION

FIFTY CENTS



One of DRAKE'S prize winning posters

Drake spends 100% of its budget OUTDOORS

"All our appropriation for Drake's Cake goes into outdoor advertising," says Leo W. Bayles, President of Drake Bakeries, Inc., New York, New York.

"In major markets like New York City, and in neighboring markets like Westchester and Hartford, Conn., we find that Outdoor fits our regional pattern of distribution. Its pictorial copy in full color gives us maximum human interest and appetite appeal. Outdoor gives us the

most complete coverage obtainable to reach our customers, route men and the outlets where our products are sold. In addition, it provides everyday repetition."

Free booklet on New York market
—to help your company develop sales in America's richest market, General Outdoor Advertising Company has prepared a 20-page booklet. Write the GOA office in your city. Or, write us in Chicago.



General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

McCall's scores biggest gain in history in food and grocery product advertising

McCall's gained 31% in Food and Grocery Product advertising lineage for the first 6 months of 1957 over the first 6 months of 1956... for a revenue increase of more than a million dollars.

Both the lineage and revenue gains were new records for any first six-month period in the history of the magazine.

McCall's dramatic gains are additional new evidence of the food industry's reliance on the woman as the purchasing agent of the family, and on women's serv-

ice magazines as the most direct and economical way to reach her.

Women rely on McCall's for food ideas and suggestions because it is a *use* magazine—a housewife's guide to new, attractive and time-saving ways to prepare food for her family.

Because McCall's editorially promotes *use* of foods—hence helps build faster turnover in the nation's food outlets—it is a powerful direct force in moving products from grocery store shelves to family tables.

McCALL'S FOOD AND GROCERY PRODUCTS* ADVERTISING GAINS			
First six months, 1957, over first six months, 1956			
PAGES GAINED		REVENUE GAINED	
Number	Percent	Amount	Percent
43	31%	\$1,117,600	40%

Source: 1957: 4 months, P.I.B.; 2 months, Publisher's Estimate
1956: P.I.B.
* Includes Soaps, Cleansers & Detergents — P.I.B. F100, F200, F310, F320, H400

McCall's

The magazine of Togetherness moves food and grocery products



as seen by

JOHN BURGOYNE

The rewards of fatherhood are many, and we thought we knew them all. So we were surprised to hear from a vice-president friend in one of the major dairy firms t'other day the tale of a dog. Seems when he went off to college years ago he let his Dad have the joy of caring for Rover until he had earned a sheepskin. Because Mom was allergic to the animal (means she hated the mutt) the old man had to keep the beast at his office. The dog spent the day snoring under the desk and only crawled out when a salesman called. If he wagged his tail when he sniffed the peddler, Dad invited his caller to sit a spell. But if he growled and showed a dislike for the poor traveling man Dad wouldn't have any part of what the guy was selling.



In our years on America's highways and byways we don't recall ever being screened by canine in any office. But sure enough, if we knew it would happen, you can bet our order pad would be scented with hamburger and our trousers with that dog stay-away stuff.

Store shelves and counters are no strangers to the grouped sales of related items. But the makers of cake mixes take no chances that everything Mom needs for the cake is not together. They put the cake, the frosting, and even the pan all in one package. Burgoyne was recently summoned to check the relative acceptance of one of these products. His on-the-job panels in Peoria, Dayton and Omaha gave the manufacturer the good word in short order. Mom likes her cakes thisaway.

When you've got a problem don't get caught in the traffic. Give Burgoyne the green light and he'll show you the turnpike route pronto.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Sales Management

THE MAGAZINE OF MARKETING

July 5, 1957

Vol. 79, No. 1

EXECUTIVE OFFICES: 386 Fourth Ave., New York 16, N. Y. Lexington 2-1760

PART I OF TWO PARTS

HIGHLIGHTS

KAISER TOUTS ITS CUSTOMERS' WARES

... to sell its own aluminum. Since Kaiser makes the raw material that goes into many fabricators' aluminum awnings, it is helping to break the point-of-purchase deadlock that plagues those fabricators. Result: Customer loyalty and a constantly expanding market for Kaiser aluminum.

41

AUTOCAR BUCKS COMPETITION WITH SHOWMANSHIP

With powerful competition on its tail, White Motor Company has to be quick at gear-shifting. The truck manufacturer makes a Broadway production of sales efforts: Prospects get a test drive over rugged terrain, invitations to visit the local branch, an erection order written specially by the Engineering Department.

48

SALES PROMOTION HELPS

SM's Sales Promotion Section, a regular feature, is divided into four parts—all packed with useful information, much of it off-beat. There's a story on how Seagram merchandises its advertising, a sales promotion idea file, invaluable direct mail promotion material and a picture spread on booklets.

57

FLYING TIGERS: FOR COMPETITORS, BARED TEETH

Begun in Oriental splendor, the Flying Tigers—a post-war phenomenon—is investing heavily in new equipment to cool the hot breath of competition. The colorful line, founded by one of General Chenault's aces, today flies (among other things) Ford and General Motors parts coast-to-coast, opens new market areas, calls itself "the world's largest airfreight fleet."

12

\$20 MILLION IN ADS TO KEEP YOU SCHLITZTHIRSTY

It's still "The Beer that Made Milwaukee Famous." But Schlitz isn't sitting on its kegs. The company has put a 374-man field force into operation, spent \$80 million for increased capacity. And it is investing \$20 million in advertising designed to make you pour only Schlitz beer down your parched throat.

29



Audit
Bureau
of
Circulations



Associated
Business
Publications



National
Business
Publications



Magazine
Publishers
Association

SALES MANAGEMENT, with which is incorporated **PROGRESS**, is published the first and third Friday of every month, except in May, July, September and November when a third issue is published on the tenth of the month. Affiliated with Bill Brothers Publishing Corp. Entered as second class matter May 27, 1942, at the Post Office, East Stroudsburg, Pa., under the act of March 3, 1879. Publication (printing) offices, 34 North Crystal St., East Stroudsburg, Pa. Address mail to 386 Fourth Avenue, New York 16, N. Y. SALES MEETINGS, Part II of Sales Management, is issued six times a year—in January, March, May, July, September and November. Editorial and production offices: 1212 Chestnut Street, Philadelphia 7, Pa. Walnut 3-1788; General Manager: Robert Letwin, Editor.

CAN YOU DEFINE "THE MARKETING CONCEPT"?

Chances are you'd find it hard to put into words. To give you a clear-cut picture of a complex subject, an expert, Eugene B. Mapel, v-p, Barrington Associates, has created a chart you'll want to keep.

FUTURE SALES RATINGS

Every quarter Peter B. B. Andrews, SM's consulting economist, digests and interprets reports from 307-member Board of Analysts of Future Sales Ratings. These definitive economic projections are vital tools for shaping future sales plans. The third quarter of 1957, according to Mr. Andrews' findings, will surpass all records.

HIGH SPOT CITIES

There are always cities which outstrip their neighbors by making a more impressive sales record. These are the cities which show a City-National index above the percentage figure of 100.0. They may be your best sales bets.

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IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"

34

54

74



* Men's
Clothiers
place 63.1%
of ALL their
Los Angeles
metropolitan
newspaper
advertising
in The Times

The Times
is first in 94
of Media Records'
114 classifications.)

The Times wears well with retail men's clothing advertisers. In it they place more advertising than in all three other Los Angeles newspapers combined—and by an even greater margin now than last year.

LOS ANGELES
TIMES

Represented by Cremser & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

"Everybody covers everything"
 "TV reaches all TV sets"
 "Radio reaches all the radio sets"
 "Posters reach all the lookers"
 "Mags reach all the gold hoarders"
 "Newspapers from the next county do it"



Put them all together . . .
 none individually or all combined are demanded and paid for every day to equal the acceptance of Montgomery County's No. 1 newspaper, *The Times Herald*. As the professor says . . . "that's the advertising medium" for Norristown's major market of 149,100 people and \$212,000,000 in retail sales.

**JOIN THE
NORRISTOWN, PA.
MAJOR MARKET CLUB**

THE Times Herald

NORRISTOWN, PA.

National Representative: The Julius Matheus Special Agency

REMARKABLE ROCKFORD
ILLINOIS

FIRST
 IN THE NATION!

 IN DEPARTMENT
 STORE SALES
 INCREASE

FIRST 4 MONTHS 1957
 UP OVER 19% SAME
 PERIOD 1956

(National Average only 2%)

Federal Reserve Reports of 12 Fed. Res. Districts reporting (including 125 Metropolitan areas)

... MORE PROOF THAT
 ROCKFORD IS EXPANDING
 ON ALL FRONTS . . . AND IS
**THE No. 1 CITY
IN ILLINOIS**

A REMARKABLE 13 COUNTY MARKET OF HALF A MILLION PEOPLE
 COVERED COMPLETELY BY ONE MEDIA

PUT ROCKFORD
Always
 AT THE TOP IN ILLINOIS

ROCKFORD MORNING STAR
Rockford Register-Republic

Represented Nationally by BURKE, KUIPERS & MAHONEY, INC.

Sales Management

EXECUTIVE OFFICES, 386 Fourth Avenue
 New York 16, N. Y. LExington 2-1760

EDITORIAL

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Assistant Director, Edward S. Hoffman

Subscription Manager, C. V. Kohl

U. S. and Canada: \$10 a year

Foreign: \$15

ADVERTISING SALES

For Offices and Personnel

See Advertisers' Index

(two pages preceding back cover)

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Treasurer, Ralph L. Wilson

Vice-President, Sales, Randy Brown, Jr.

Senior Vice-Presidents, C. E. Lovejoy, Jr., W. E. Dunsby, R. E. Smallwood and Wm. McClenaghan

Bill Brothers Publications in MARKETING (in addition to Sales Management): Sales Meetings, Tide, Premium Practice, INDUSTRIAL: Rubber World, Plastics Technology, MERCHANDISING: Fast Food, Floor Covering Profits,

Grocer-Graphic, Tires, and Yankee Grocer.

Copyright, Sales Management, Inc., 1957

SALES MANAGEMENT

FOOD ADVERTISING DOUBLES in Modern Romances!

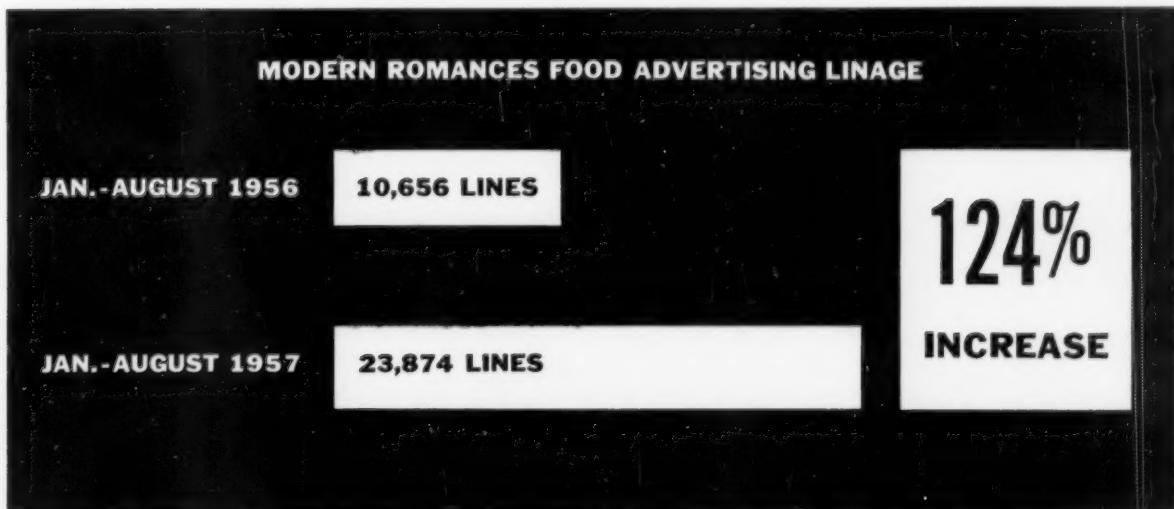
Modern Romances food advertising is up 124% for the first eight months of 1957.

The reason for this ever-increasing surge in linage is simply that leading food advertisers are recognizing Modern Romances' unique ability to *sell* the young-mother market.

Just how important *is* this market? Progressive Grocer's recent survey showed that young mothers buy 67% *more* groceries than other customers. Modern Romances readers typify this market: they are *young*, in their mid-twenties, with children in three out of every four households. And these households are *big* — the third-largest of *all* consumer magazines.

Shopping for food is one of the most important and *frequent* chores of the young homemaker — and she finds it easier when she can shop from the pages of Modern Romances — a magazine especially edited for her.

It's no wonder that more and more food advertisers are scheduling Modern Romances again and again. Modern Romances *sells* for them!

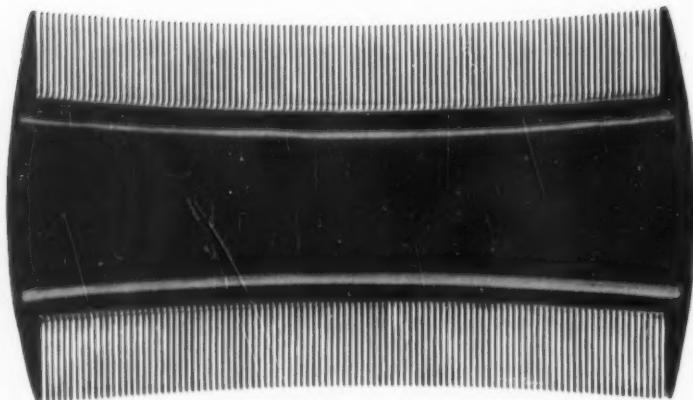


MODERN ROMANCES

America's Youngest Married Woman Audience

DELL PUBLISHING COMPANY, INC., 261 FIFTH AVENUE, NEW YORK 16, N.Y.

Fine-tooth comb



*Some advertising continues
to be fine-tooth combed
right up to the time
the public sees it. It often
makes quite a difference
in the end results.*

YOUNG & RUBICAM, INC.

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • Mexico City • San Juan • London

EDITORIALS

The Folly of Coasting

So far this year General Motors has managed to win the preference of only 46% of new car buyers. At this time last year, General Motors had a whopping 51%. It is now clear that General Motors, for the first time in many years, has seriously misjudged the public's preferences in styles.

Remember not so long ago when some people half seriously suggested that General Motors should coast—not try too hard to maintain its position as No. 1 in total sales lest it be too rough on Ford and Chrysler as well as the independents? The thought behind this suggestion was that if General Motors put on an all-out promotional drive of the kind that a No. 2 or No. 3 contender would stage, General Motors would take over the entire market.

We haven't noticed that General Motors has tried any less hard this year to maintain its 1956 pace of 51% of the market. In a typically American fashion, new buyers have looked at and listened to the promotions of the car manufacturers and the cars, and a significant number of them have decided that they like Ford and Chrysler products better than General Motors this year.

No one—not even General Motors itself—is crying for help for a company that commands 46% of a market of staggering size. But imagine what might have happened to General Motors this year if it had decided to "coast!"

Unfinished America

If you ever get the feeling that people in the United States are all "bought up" and neither need nor want your goods and services, we suggest that you step out of your office and take a tour around the country by auto, airplane, bus, train and on foot. Leave behind your brief case bulging with urgent papers to be read. Leave yourself free to look out the windows from your airplane seat or look around from the ground.

You'll see a prosperous America and a shabby one, side-by-side.

You'll be surprised at how many houses need a new coat of paint.

You'll be impressed by the number of old cars on the road.

You'll wonder why so many women in so many places wear clothes that are not particularly becoming.

You'll curse at the awfulness of New York's City's famous LaGuardia airport (and say silent thanks for the men who conceived the Houston airport).

You'll feel the bumps in the road and realize that our road-building program is years behind need.

You'll ask why more new hotels haven't been built—and why more old ones haven't been equipped with air-conditioning.

You'll be appalled at the sloppiness of service and the failure of managements to equip their employees with labor-saving devices.

You'll be startled to find a 1926 typewriter in a 1957 office.

You'll become frantic with exasperation trying to find a place to park your car.

WHO uses it? not HOW MANY get it?

*is the key question when
you buy business paper advertising*

The circulation breakdowns in **BPA** audits will repay study.

When you look closely you will find that certain papers are able to document specific coverage of key product selectors.

Look for *detailed* rather than *bulk* figures on titles and functions which testify to *buying influence*.

For example: below is Industrial Equipment News' breakdown of Production and Plant Operating Officials, about 1/4 of its total circulation:

PLANT SUPERINTENDENTS	10,473
MANAGERS: PLANT, WORKS, PRODUCTION	7,150
ASST. PLANT SUPERINTENDENTS	776
SUPT'S.: OPERATING & PRODUCTION DEPT.	3,573
CHIEF ELECTRICIANS	221
MASTER MECHANICS	838
OPERATORS: MECHANICAL & ELECTRICAL	41
	23,020

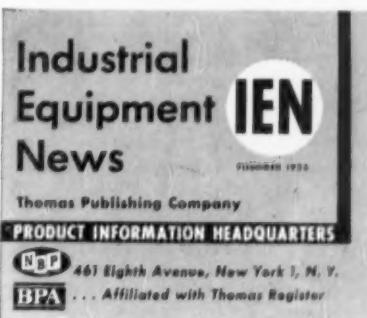
In this itemized breakdown all but 41 are definitely shown to be in classifications of officials with *authority* to choose equipment, parts, and materials.

Beware of bulked totals which fail to show you how many in the total are major and how many are minor buying influences... VIZ . . . in above example . . . "Plant Superintendents" vs "Operators".

Industrial Equipment News is closely read *and used* for product selection, not only because it publishes such timely, clear, comprehensive and reliable descriptions of new products, but because, for more than 24 years, it has painstakingly built up a following of key men who actively need and use the buying information it gives them.

IEN's affiliation with Thomas Register is invaluable in finding the influential readers. And IEN's editorial service explains why these men continue to request Industrial Equipment News.

*May we send you IEN's latest **BPA** audit contained in our Media Data File?*





What makes a newspaper great?

Bob and Mary Hewett have looked down more rifle barrels in the last year than they care to count. From Morocco to Jordan, from Egypt to Israel, they have been challenged by trigger-tense sentries, endured spine-tingling encounters with screaming mobs and have fought endless skirmishes with Middle Eastern red tape.

The Hewetts are foreign correspondents on roving assignment for the Minneapolis Star and Tribune. Last summer the ominous smell of trouble in the Middle East sent them from Minneapolis back to old stamping grounds, to cover the events leading up to the Egyptian-Israeli warfare and then the fighting itself. Since then, they have covered every major trouble spot in the Middle East and North Africa, giving new impact and significance to the events in these areas for readers in the Upper Midwest. Next assignment: the satellite countries of Europe.

Bob, the writer, has 10 years' experience in foreign correspondence, is intimately acquainted with news faces and places from England to Indonesia. In the Middle East, his

expert search for the significant news has taken him through an Arabian Nights assortment of experiences and locales, ranging from an interview with Jordan's youthful King Hussein to a visit with villagers in the obscure Sahara Desert hamlet of Benin Lalem.

Pert, pretty Mary Hewett repeatedly hits the front pages of the Minneapolis Star with exclusive color photos of life in the world's troubled areas. She's been the target for fluent Arab curses from unwilling camera subjects and for at least one left hook thrown by a Red sympathizer on a Cairo street corner. At El Arish, a sun-baked city deep in the Egyptiandesert, Mary perched unprotected on the city hall balcony to snap color films of a 40-minute-long anti-Israel demonstration.



MARY HEWETT



ROBERT HEWETT

Minneapolis Star and Tribune readers have come to expect such unusual special coverage of the world's hot news. For these two newspapers, with ready access to every important news-gathering service in the world, believe that only through meaningful, extra coverage of key areas and key events can they fulfill a good newspaper's job of keeping readers informed both on daily developments and significant trends.

Such unusual efforts to add understanding, depth and color to the world's news continue to earn for the Minneapolis Star and Tribune the attention and confidence of the largest newspaper audience in the 3½ states of America's Upper Midwest.

Copr., 1957, The Minneapolis Star and Tribune Co.

**Minneapolis
Star and Tribune**
EVENING MORNING & SUNDAY

625,000 SUNDAY • 495,000 DAILY

JOHN COWLES, President

SALES MANAGEMENT

You'll see litter everywhere and wonder why so few cities have trash baskets on their streets.

You'll swelter in the heat and decide that every home, especially yours, should include a swimming pool, as well as two cars in the garage.

You'll muse over the fact that so few cities project their "personalities" with the elan of San Francisco.

You'll be in awe of the success of "local" marketers who capture the No. 1 sales spot for their coffees, beers, foods in competition with the "national" brands.

You'll marvel, if you fly most of the way on your nation-wide tour, that you ever could have been an effective national sales executive before you could fly nonstop from coast-to-coast between breakfast and supper.

You'll be sensitive to the despoilment of the beauty of the approaches to so many of our national man-made and natural national monuments.

You'll find out, if you are in the insurance or the securities business, if the security-first attitude of our young people is reflected in purchases of insurance-securities at a rate that exceeds the national rate of growth.

You'll reflect, in planning the sale of your products and services five years hence, on the meaning to you of the cultivated non-controversial attitude that people seem to prefer today.

You'll take a second look to see if the men you are grooming to be your successors are big enough for the future you are opening up for them.

You'll realize how many people it requires to make and keep America prosperous.

Can't Be Said too Often

We would be surprised if the salesmen who call on Jones & Lamson Machine Co., Springfield, Vt., found it difficult to get a prompt and fair hearing for new ideas they want to sell to their prospects.

The closing line of Jones & Lamson's advertising is, "the man who needs a new machine tool is already paying for it."

Any company with a new and improved product can make the same assertion. When there is a better way of turning out the work, and better equipment, salesmen have an opportunity and an obligation to bring this news to the attention of customers and prospects.

The fact is, in our industrial society we constantly make people restless and dissatisfied with existing ways and equipment. We do not induce this restlessness capriciously. We do it because we honestly believe that the existing method is obsolete and that a buyer can obtain greater satisfaction from new methods or equipment. All we ask is a reasonably prompt hearing.

When prospects say to you (and again we quote from the Jones & Lamson ad), "Though costs are still rising, and taxes are tough, and competition is getting increasingly rough, still, prices are steady and profits are fair, and our sales curve reveals that we're getting our share. So—times aren't too bad—and there's time for a nap"—that's the time to use your own variation of J & L's comment, "the man who needs a new machine tool is already paying for it."

You can't say it too often.

Excerpt from Starch 51st
Consumer Magazine Report:

70.3% of all Elks Magazine households surveyed own their own home.

96% of all Elks Magazine households have an electric refrigerator; 50.2% have an electric range; 55.3% have an automatic washing machine; 98.9% have an electric iron. In these appliance classifications The Elks Magazine leads all other magazines appearing in the report.

1,180,296 Elks comprise a mass market with class incomes the median of which is \$6,050. The Starch 51st Consumer Magazine Report gives the complete picture. Just write or phone to see a copy.

THE **Elks** MAGAZINE

New York Los Angeles
Chicago Portland, Ore.

N
Where Wheaton goes Safety goes, too! E
W
S



Household goods, office and exhibits are safe in the hands of the Wheaton organization. Prompt, dependable long-distance service from coast to coast.

FREE Moving Day Kit

—full of helps, labels, address cards, to all personnel transfers.



Call your local Wheaton Agent (500 Agents—all principal cities) or write to:

Wheaton
Van Lines, Inc.
General Offices
Dept. 25, Indianapolis, Indiana

LONG DISTANCE MOVING
"the safest distance between two points"

Western affiliate:
LYON VAN LINES, Inc.,
Los Angeles, California



New 1957 Sales Management Survey of Buying Power shows
TAMPA - ST. PETERSBURG ups market rankings!

	1957	1956
Total Retail Sales	34	36
Food Store Sales	39	44
Automotive Sales	29	34
General Merchandise Sales	33	37

DOMINATE Tampa-St. Petersburg,

YOU GET HIGHEST AUDIENCE ON WTVT!

ARB, February 1957, shows 31 out of the 50 top-rated shows in Tampa-St. Petersburg are on WTVT, your number one buy in the South's fastest-growing metropolitan market!



WTVT's maximum-power VHF signal delivers bonus coverage of 239 prospering communities!

twin cities of the south -

WTVT

The WKY Television System, Inc. . . . WKY-TV and WKY Oklahoma City • WSFA-TV Montgomery

JULY 5, 1957

CBS Channel 13

Represented
by the
Katz
Agency

"In **VIRGINIA**

CORPORATE CLOSE-UP



...BUY the **ROANOKE** Television Market!"

The Roanoke Television Market comprises 2 1/4 million people, over 2 billion dollars retail sales, and is generally credited with over 300,000 television homes.

One WDBJ-TV program, "Top O' The Mornin'" — which is local-live against strong network competition Monday through Friday between 7:00 and 8:00 A. M. — has this (largely unsolicited) mail record for the first quarter of 1957:

- 4,496 pieces of mail
- 407 towns and cities
- 72 counties
- 3 states (Va., W. Va., N. C.)

For full details, call Peters, Griffin, Woodward—or WDBJ-Television!

WDBJ-TV
Channel 7

ROANOKE, VA.
Owned and operated by
the Times-World Corp.

Flying Tigers' Biggest Job Is Selling



Flying Tiger Line is baring its teeth at competitors that other air freighters might not even think of as competition. Begun in oriental glamor by one of General Chennault's aces, Flying Tiger is now battling for dollar volume against basic materials suppliers, insurance companies, warehouse builders and others who are also after customers' distribution capital.

In advertising and sales promotion the air line is increasingly plugging a swift world-wide service that reduces tie-up of materials in transit and minimizes need for regional safety-cushion stocks of parts or finished goods. Coast-to-coast overnight delivery is offered as a means to cut inventory investment; warehouse, handling and crating man-hours; building, maintenance and insurance costs; while simultaneously reaching hot markets before they are cool; opening new, more distant marketing areas, and building customer good will.

In a business where increased volume is frequently at the expense of other carriers, Robert Prescott, president, places his competitive hopes on new equipment. In the past few months purchase of a dozen Super Constellations costing \$28 million has brought his "world's largest airfreight fleet" to a high of 27 planes. The 21 tons carried by each new Super H Constellation is 50% more than the payload of his veteran DC-6As.

Flying Tiger's bread and butter run is New York (10:30 p.m.) to Los Angeles (6:30 a.m.) Cargo includes a high proportion of General Motors and Ford parts, such other mechanical parts as International Business Machines electronic components, and textiles. One of Prescott's toughest jobs is to build traffic on the west-to-east return trip. Lower rates do not offset the fact that there are comparatively fewer West Coast items to be flown to the industrial East.

Flying Tiger's growing airfreight business still does not equal the profitability of its passenger traffic, on a poundage or any other basis. About 65% of the airline's revenues is derived from contract passenger flights. In open bidding, the company obtains contracts to fly plane loads of military personnel, their dependents, immigrants and other groups for a flat fee covering plane, personnel and services.

Chartered tourist flights are one of Prescott's major ingredients in a plan for returning to the black ink side of the register in the fiscal year that began June 30. Last year—its third consecutive year in the red—Flying Tiger entered this new field for which six of its Super Constellations are outfitted. At \$30,000 per round trip to Europe it is hoped that the flights will produce a good 25% of this year's volume.

By strong selling against terrific competition, Prescott is convinced that he can now forecast clear sailing for a company that has come through "every possible problem." Worst of these, since the early post World War II days when the company had only one plane, was the 1953 merger with Slick Airways. Equipment and personnel were interchanged, organizational charts unified and operating areas allocated. But Civil Aeronautics Board approval never materialized and 18 months later, in October, 1954, the knitting had to be unravelled. Flying Tiger emerged with one plane. When Prescott speaks of such troubles as something that won't happen again, it is not difficult to believe him.

Your

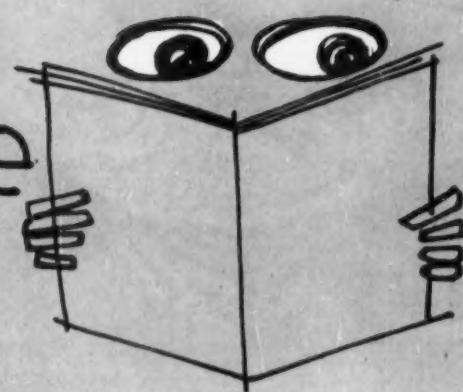
will

be by more

people in

than in any

other publication





FOUR IN ONE PLUS

This one television station delivers four
standard metropolitan area markets plus

- 917,320 TV sets
- 1,015,655 families
- 3½ million people
- \$3¾ billion retail sales
- \$6¼ billion annual income

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

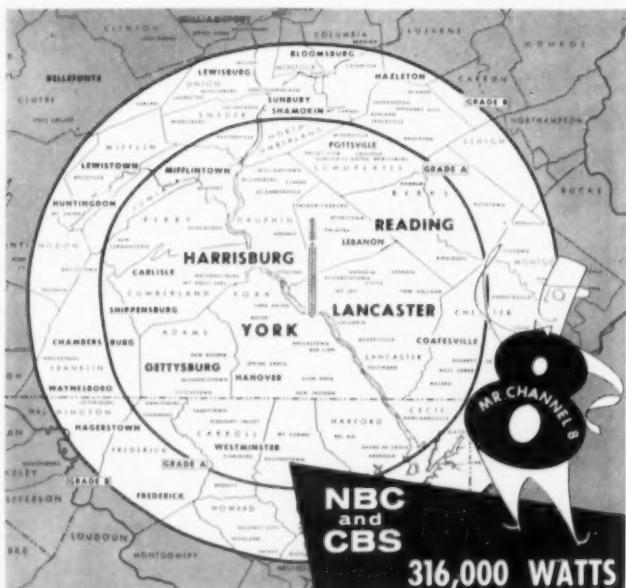
Representative:

The MEEKER Company, Inc.

New York
Los Angeles

Chicago
San Francisco

CHANNEL 8 MULTI-CITY MARKET



SIGNIFICANT TRENDS

Marketing News as Viewed by the Editors

HEADING FOR THE TREADMILL. At a dinner a few years ago we were asked for a quick prediction on the wage-earner's life in 1975. Inflation and labor demands were in the news at the time and we really didn't have any serious prophecies to offer, so with tongue in cheek we replied:

"By 1975, inflation will have cut the purchasing power of the dollar in half. Labor will have demanded and won the 20-hour week. So, in that day every wage-earner will probably hold down **two 20-hour jobs** in order to earn as much **real money** as he does today."

Now comes a report from the Census Bureau that 1 out of every 18 people employed in the U.S. "holds down two jobs." The number is twice what it was in 1950. (1.8 million vs. 3.7 million.) If the number of persons holding two jobs continues to double every six years, we'll have **full "double" employment** about 1985 . . . not 1975 as we whimsically forecast.

Labor is gradually reducing its weekly hours of work and management is assisting the trend in some companies by giving extra days off to those who take winter vacations, or who have good attendance records. The 20-hour week, however, is still far, far away.

Cost-of-living index, which usually reflects any inflation in our economy, has edged up nearly 4% in the past year. Should it continue to rise at this rate, the dollar will indeed lose nearly half its present value by 1975. (Actually, cost-of-living might continue to rise slowly the rest of the year, but it should be stable through 1958.)

In a more serious vein, we, as marketers, should take a close look at this double employment trend. Also, we might note that a greater percentage of housewives are in industry than ever before. People appear to be anxious to earn more money and thereby raise their living standards. But, few

people can hold two jobs indefinitely. The personal physical strain and the strain on the worker's family is too great. Most housewives work just a few years to "help out." So, since there is no assurance that an equally industrious generation of workers will succeed the several million who now augment their incomes with second jobs, we must regard this development as temporary or perhaps transitory and not bank too heavily on it in our marketing plans.

The stronger trend, certainly, is toward more leisure time. It's no secret that we've become a nation of gardeners, travelers, do-it-yourselfers and motorboaters. Everybody—except you and me—seems to be getting more vacations, shorter work-weeks, more holidays. This is a part of the new America.

However, if you're planning to create a product for this leisure market, it might be well to recognize that people aren't looking so much for entertainment as they are for something constructive to do. That explains the popularity of gardening. It also explains the current popularity of boating since, as many of us know, boating is more work than entertainment.

Of course, if our facetious forecast for '75 should come true, and everybody gets two jobs, there won't be any leisure market to sell to.

FARM OUTLOOK GOOD. Things are no longer "down" on the farm and marketers who sell to farmers are expected to have a good '57 and a better '58. Farm income is almost sure to be up 3% to 5% this year—giving farmers more money to spend than they've had since 1953.

Farm machinery sales in 1957 may climb 5% to 10% over last year, and at the same time the stronger rural market is being counted on for

Significant Trends (continued)

accelerated buying of autos, appliances, clothing and life insurance. There's a new optimism sweeping the farm equipment industry. Admittedly, it's a cautious optimism. But one company president was moved to predict that machinery on farms will increase 170% between 1955 and 1975, while per capita farm income will rise 60%.

IT'S NOT "BIGS" vs. "SMALLS" in today's business arena. Not by a long shot—despite what some reports would ask you to believe. Instead, there is a strong interdependence of bigs on smalls **and vice versa** for manufacturing, for sales, and for continued growth. The two do not compete with each other as much as they depend on each other.

U. S. Steel is a first-rate example of a big, highly integrated company. Yet, according to its chairman, Roger M. Blough, it depends on some 50,000 smaller businesses to supply it with necessary goods and services. Similarly, nearly 100,000 smaller businesses rely on U. S. Steel for the basic materials which their operations require. The really BIG thing here is the amount of buying and selling!

TOO MUCH MAIL? How much mail does the average family receive daily—including all the bulk rate product and service solicitations sent out by American business? Ten pieces? Five? Maybe three? "No, sir," says Larry Chait of R. L. Polk, "the average U.S. family gets less than **one** piece of mail per day!" Even the average upper-income family receives only three pieces. Surprising, isn't it? Most marketers, in considering the use of direct mail advertising, tend to over-estimate the amount of competition they'll find in the family mailbox.

DO YOU SELL TO GOVERNMENT? Which one? Or ones? The Department of Commerce says there are 102,353 governmental units in the United States. Local school districts, numbering 50,453, make up almost one-half of this total. The remainder includes the Federal Government, the 48 states, 17,214 townships and towns, 17,167 municipalities, 14,453 special districts and 3,047 counties.

The average number of governmental units per state is 2,132, but Nebraska has 6,659 while Rhode Island has 91.

Do all of these appear on the prospect lists of anyone except the "red-tape" makers?

FLYING TO THE GAME? Seats to major league baseball games can now be reserved at United Air Lines ticket offices in 80 cities. The service is free; ticket prices are the same as when purchased at the ballpark.

Other air travel news is that American and National (the airlines, not the baseball leagues) have opened the first airline ticket office in a shopping center. It's at Garden City, N.Y.—the Roosevelt Field Shopping Center.

BEHIND THE SALES TRENDS

The college market is a mature market in many respects. For instance, of 2.9 million total enrollment, 700,000 or 24% are married.

It takes \$5 billion a year just to hold per capita consumption steady at our current rate of population gain.

White collar workers are increasing as a percentage of the employed population, rising from 36% in 1947 to 42% today.

More businesses mean more sales. The total number of business firms in the U.S. has risen from 3.2 million in 1946 to an estimated 4.3 billion today.

Manufacturing and construction firms have increased from 467,000 in 1946 to approximately 800,000 today.

Foreign car sales are rolling ahead at an accelerated rate. First quarter volume of 34,069 is double that of a year ago.

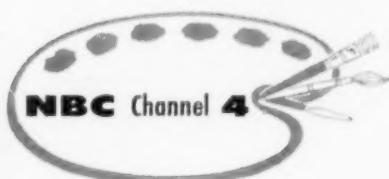
People saved more in 1956 than they have in any postwar year—\$14.6 billion. This compared with \$7.6 billion in 1955 and \$12.9 billion in 1952, the previous peak.



Nielsen proves:

**WKY-TV COVERS 66 COUNTIES
TO THE OTHER OKLAHOMA CITY
TV STATION'S 46!**

(source NCS #2)



WKY-TV

The nation's first color TV station

OKLAHOMA CITY

The WKY Television System, Inc.

**WKY
OKLAHOMA CITY**

**WSFA-TV
MONTGOMERY**

**WTVT
TAMPA**

Represented by the Katz Agency

 CHECK CHILTON

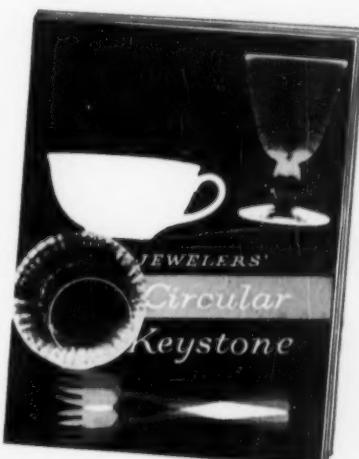
If you sell the jeweler



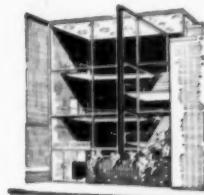
... you can sell him best in

JEWELERS' CIRCULAR-KEYSTONE

Published for and in the interest of retail jewelers, it also has high reader interest among manufacturers and wholesalers, who depend on it to keep them posted about what is going on in the jewelry trade. With a 19,000 ABC audited paid circulation (15,000 of which are retail jewelers), the Jewelers' Circular-Keystone blankets the major purchasing power of the industry. Government figures show that 14,227 jewelry stores, 60.4% of the total, do 93% of the business in the \$1.5 billion jewelry store market. At the same time, Jewelers' Circular-Keystone goes to the aggressive and growing smaller stores. It keeps the jeweler up to date on sales promotion and management methods and constantly aware of new and profitable products. It covers the jewelers' interests from every angle; buying, merchandising, operation and technical. Its dynamic influence and leadership in the field have been unchallenged for 88 years.



Jewelers' Circular-Keystone is published by Chilton Company, the most diversified publisher of trade and industrial magazines in the country—a company with the resources and experience needed to make each of 15 publications outstanding in its field. In keeping with Chilton policy, the experienced and highly competent staff of Jewelers' Circular-Keystone devotes its full time to the field the publication covers, striving for editorial excellence and strict quality control of circulation. In achieving both objectives, it has earned the confidence of readers and advertisers alike.



Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania



CHILTON PUBLICATIONS: Department Store Economist • The Iron Age • Motor Age Spectator • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal Butane-Propane News • Electronic Industries • Jewelers' Circular-Keystone • Hardware Age Optical Journal • Hardware World • Gas • Distribution Age • Chilton Book Division



The telephone "key town" plan, which Franklin Sugar Refinery has been using for more than three years with much success, being discussed by director of sales Edward S. Meell and salesman John L. Carr (left).

How to call on customers twice as often—at low cost

By combining personal visits and "key town" telephone calls, salesmen for Franklin Sugar Refinery of Philadelphia now talk to customers twice as frequently, at low cost.

Here's how the plan works: a salesman travels to town "A," calls on his customers there and telephones those customers in surrounding towns "B," "C" and "D."

On the next trip, town "B" is the

"key town" and he telephones customers in towns "A," "C" and "D."

In this way he visits each customer twice a year and talks to him by telephone frequently between visits!

This is only one of several telephone plans which may be adaptable to your particular business. If you'd like more details, just call your Bell Telephone Company business office.

BELL TELEPHONE SYSTEM

LONG DISTANCE RATES ARE LOW

Daytime Station-to-Station Calls

For example:	First 3 Minutes	Each Added Minute
Philadelphia to Washington, D.C.	60¢	15¢
Baltimore to Norfolk, Va.	70¢	20¢
New York to Boston	75¢	20¢
Houston to Oklahoma City	\$1.15	30¢
Los Angeles to Salt Lake City	\$1.25	35¢

Add 10% Federal Excise Tax

LETTERS TO THE EDITORS

On Hiring Salesmen, Ad Ulcers

selling chemicals, bras

EDITOR, SALES MANAGEMENT:

While I do not agree with all of the specific ideas Mr. Brown presented in his article [I Never Thought I'd Be Selling Brassieres, p. 29, June 7], I can agree with the principles.

We do hire salesmen who do not have direct experience in our field or our products. We have been most fortunate in being able to train and select our sales management personnel within our own organization, and I feel strongly this principle should be followed; but if that were not possible, I would not limit my outside selection to managers who had had direct experience in our field or with our products.

We have not found it practical to exercise the flexibility of selection of salesmen that Mr. Brown has, since the sale of our products does require some technical background, or technical knowledge. We have found it better for the candidate to come to us with that background, or knowledge, rather than for him to attempt to gain all of it during the training period, or after he has had field assignment. Otherwise, he tends to become discouraged by the inadequacy of one of his important working tools, namely, basic knowledge and common language applying to the product and its utility. On the other hand, we can furnish the remainder of his needs for sales support and sales tools, such as company prestige, advertising, market research, product development, product introduction and field service.

I might add that managers fulfilling the qualifications which Mr. Brown sets forth are indeed gems. I wish there were more of them.

K. K. Boyd

Vice-President in Charge
of Purchase and Sales
Emery Industries, Inc.
Cincinnati, O.

pilgrim's pal

EDITOR, SALES MANAGEMENT:

In the May 3rd issue you had a lot of comment saying, "Down With Janet." [p. 21, Letters] I guess some of these old fogies couldn't take it. It must have brought up their blood pressure too much.

I don't see why there can't occasionally be an attractive picture on the front of SALES MANAGEMENT magazine, as well as any other magazine.

You can't tell how fast a horse can run by his color and what's on the inside of a magazine is not governed by its cover.

C. O. Brown

Sales Manager
East-Midwest Division
The Champion Co.
Funeral Division
Springfield, O.

"devil's own hunt"

EDITOR, SALES MANAGEMENT:

For the first time in my many years of using your *Survey of Buying Power*, I can't find any table that names the Metropolitan Areas and shows which counties constitute each area. I had the devil's own hunt to find the constituent counties of certain areas—particularly some where cities are in two states and/or two counties such as Wheeling-Steubenville or Bristol-Johnson City-Kingsport. I believe this is the first year you have failed to show the component counties adjacent to the names of the Metro Areas on some page of the volume.

R. F. Hussey

Vice-President
Foote, Cone & Belding
Detroit, Mich.

► The information Mr. Hussey wants is to be found on pages 128 to 138 inclusive in the May 10, 1957, *Survey of Buying Power*.

no ad ulcer here

EDITOR, SALES MANAGEMENT:

I just can't believe it! It has been 30 years since I started in the advertising and publicity field when I was 13 years old. It has been a great deal of hard, conscientious, creative effort. That is why I burn up when I hear so much about the martinis, models, expense accounts and gray

(continued on page 23)

IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"



* **Display
Advertisers
place 46.4%
of ALL their
Los Angeles
metropolitan
newspaper
lineage in
The Times**

The Times
is first in 94 of
Media Records' 114
classifications.)

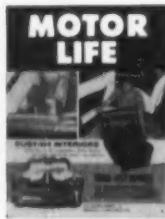
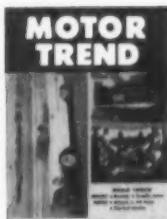
Mainstay for advertisers in the Los Angeles market is The Times. Its circulation far exceeds all others; its readers are the most able-to-buy audience; it leads the nation in volume of news content.

**LOS ANGELES
TIMES**

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit



P.A.G.* readers have *buying power!*



The median family income of Petersen Automotive Group readers is \$5,832. (National median: \$4,344.) The P.A.G. reader has extra *buying power*. He has an above average interest in automotive products...and spends a bigger share of his income on them. He's a prime target for your advertising.

* THE PETERSEN AUTOMOTIVE GROUP (Motor Trend, Motor Life, Hot Rod) has an ABC circulation of 1,112,278, and a combined readership of over 4,000,000 - unquestionably the "World's Largest Automotive Consumer Readership!"

From Bennett-Chaiken Survey, 1956.

PETERSEN PUBLISHING COMPANY • 5959 Hollywood Blvd., Los Angeles 28, Calif. • HOLlywood 2-3261

LETTERS

flannel suits. This is unfair to our business.

In those 30 years, I have found myself exposed to advertising people with intelligence and integrity, who lead normal, well-adjusted lives. I do not have an ulcer, nor do I permit myself to be prostituted day by day.

Why do we hear only of the playboy? Why isn't something done to make the public aware of the substance and stature of our business?

Maurice M. Goldberger

President
Gramercy Advertising Co., Inc.
New York, N. Y.

national distribution chart

EDITOR, SALES MANAGEMENT:

In the March 1 issue, we were extremely interested in the material gathered by Scripps-Howard Newspapers concerning national distribution. You presented a limited chart of these items on p. 39 of that issue. [Marketing Pictograph: "National Distribution? What's That?"]

Please advise us where further information can be obtained on this study . . .

John T. Becker

Eurpac Service Co.
Frankfurt A. M.
Germany

► The Pictograph material was taken from a study entitled "Grocery Product Distribution of 15 Scripps-Howard Markets." You can probably obtain a copy by writing to Harold Reiss, Director of Promotion and Research, Scripps-Howard Newspapers, 230 Park Ave., New York 17, N. Y.

only expense money

EDITOR, SALES MANAGEMENT:

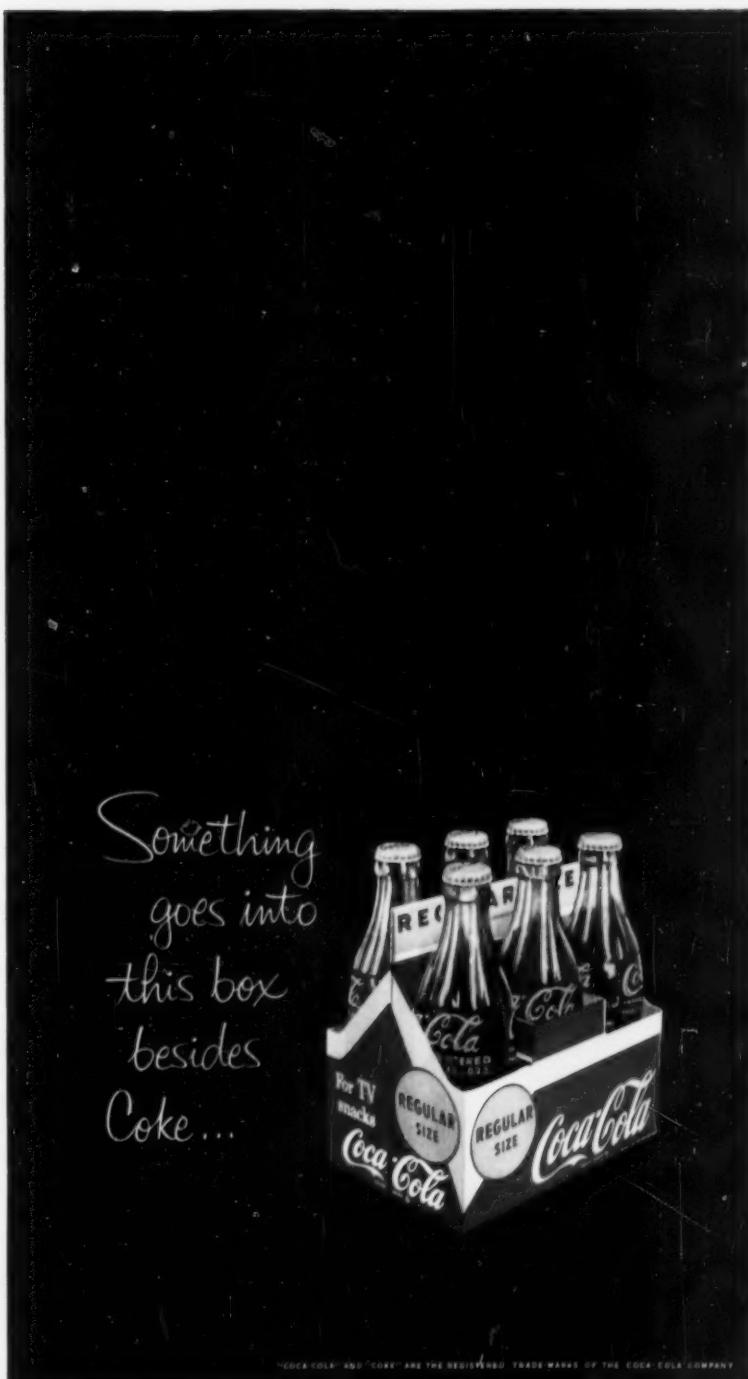
I should like to compliment you on the article, "It's Only Expense Account Money" by Mrs. Sally Richardson, which appeared in your issue of May 17. [p. 34.]

I think Mrs. Richardson's essay has a lot of good sound advice for all of us.

B. A. Tucker

Division Sales Manager
Peerless Pump Div.
Food Machinery & Chemical Corp.
Los Angeles, California

JULY 5, 1957



FEDERAL PAPER BOARD COMPANY, INC.
NATIONAL FOLDING BOX DIVISION **MORRIS PAPER MILLS DIVISION**

SALAR OFFICES: NEW YORK, N. Y. CHICAGO, ILL. NEW HAVEN AND VERSAILLES, CONN. BOGOTA, N. J. BOSTON AND PALMER, MASS. CLEVELAND AND STEUBENVILLE, OHIO. PHILADELPHIA AND PITTSBURGH, PA. MARION, IND.

FOLDING BOX PLANTS: BOGOTA, N. J. NEW HAVEN AND VERSAILLES, CONN. PALMER, MASS. COLUMBUS AND STEUBENVILLE, OHIO. PITTSBURGH, PA. MORRIS, ILL. MARION, IND. PAPER BOARD MILLS: BOGOTA, N. J. NEW HAVEN, MONTVILLE AND VERSAILLES, CONN. MORRIS, ILL. READING, PA. STEUBENVILLE, OHIO. WHITE HALL, MD.

*Source: Nielsen Interim Report for April 1957,
Sunday through Saturday average*





Why
all
the
fireworks
?

Maybe you heard them too—the sound and fury of claims about new programs that were supposed to blow New York viewing habits sky-high.

Well, the smoke is settling now. Let's see what actually has happened:

WCBS-TV's share of total viewing is greater than at any time in the past two years!...WCBS-TV leads the second-place station by 52%—the third station by 183%...WCBS-TV shows a larger audience gain than any other station in the past year!...WCBS-TV leads in every hour of the day but one, from 8 am straight through to sign-off!

It takes day-in, day-out showmanship to win and hold attention in television's biggest market. To its superb schedule of CBS Television Network programs, WCBS-TV adds a dazzling array of local entertainment and public affairs programs, including all five of the top-rated local participating programs, and four of the top five daily news programs in all New York television.

Naturally, more national advertisers buy the station that attracts the biggest audience most of the time.

WCBS-TV CBS Owned, New York
Channel 2—represented by CBS Television Spot Sales



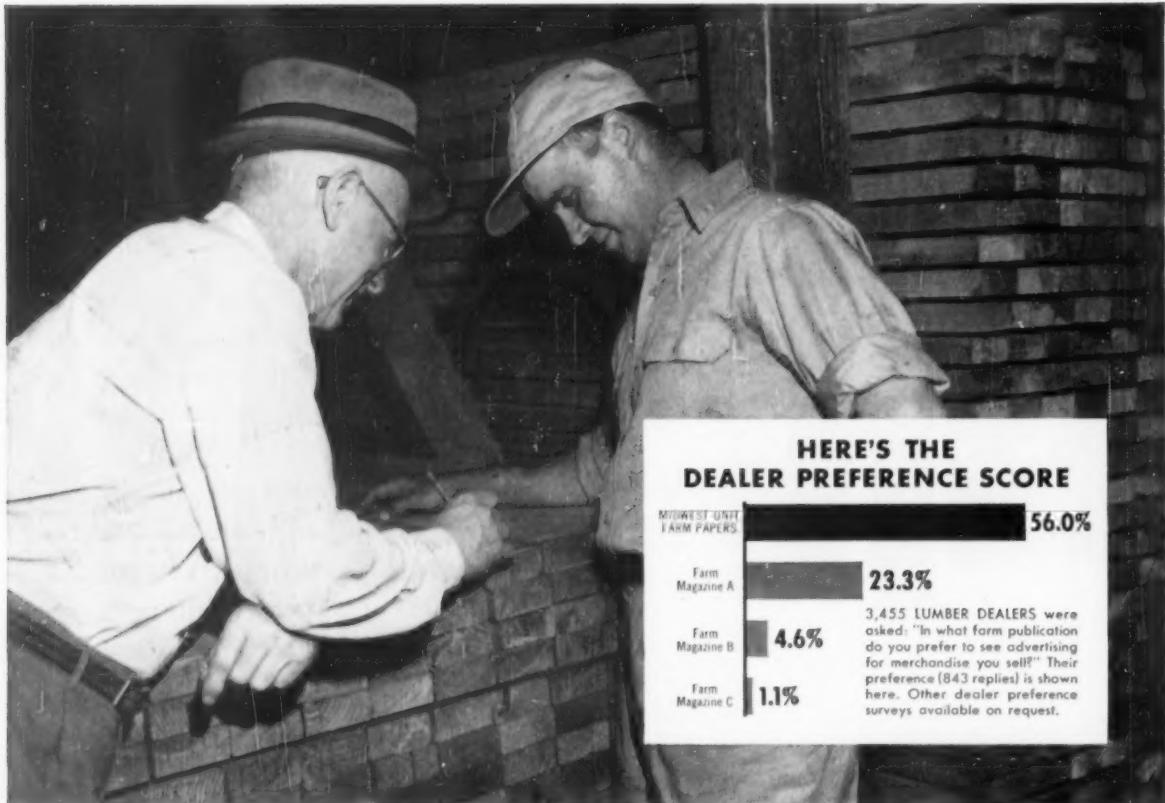
THE UNKRICHES—Clarence and Louise, and their children, Patricia, 10, Stanley, 7, and Julian, 3, are a young farm family building a sound future for themselves on 200 acres of rich Iowa cropland. Their modern 7-room home and all other buildings except barn and granery have been built since 1946.



MRS. UNKRICH is ably assisted by Patricia in the upkeep of their all-electric home which boasts all the modern conveniences from freezer and dishwasher to water heater and milk pasteurizer.

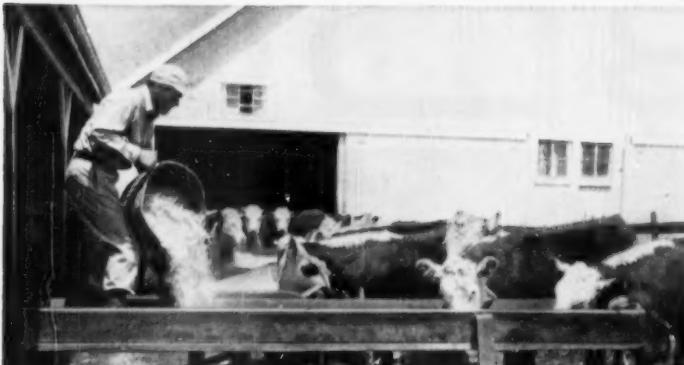
MORE HORSEPOWER ... MORE HOUSEPOWER ... **MORE SALESPOWER!**

*For fast sales action, 56% of Lumber Dealers
choose Midwest Unit Farm Papers*



EACH YEAR of the 10 since Mr. Unkrich started developing his farm he has purchased building materials from his local dealer, Spahn & Rose Lumber Co. of Olds, Iowa. Here he consults with Manager

John Huston about lumber for his current building project. The continuing high level of construction on Midwest farms is a reversal of a widespread downward trend in other areas of building activity.



THE UNKRICHES RAISE CORN, soybeans and oats; market some 500 hogs and more than 45 feeder cattle as well as chickens and grade A eggs. Labor-saving power machinery and equipment and buildings designed for convenience enable him to operate the farm without hired help.



HE GETS HIS MOST VALUABLE HELP from his local farm publication. "I always read what's new in Iowa farming and what's ahead in market conditions in Wallace's Farmer and Iowa Homestead."



THE PROGRESS the Clarence Unkrich family of Winfield, Iowa is making in developing the "old homestead" into one of today's Midwest farms of "big business and good living" will give you ideas about your sales potential in this richest farm market in the world.

A new survey on the building and remodelling plans of the Midwest Farm Paper Unit's 1,286,992 farm family subscribers shows that the building boom is still in full swing in the rural Midwest. One out of every three farm families will construct buildings—including 59,700 homes—within the next three years.

It's the market in which to concentrate your advertising-selling campaign because

- MIDWEST FARM INCOMES ARE DOUBLE THE NATIONAL AVERAGE.

- FARMERS ARE YOUR LOCAL DEALERS BIGGEST AND BEST CUSTOMERS.

- MIDWEST UNIT FARM PAPERS GIVE YOU DEEP AND COMPLETE PENETRATION OF THE MARKET.

These five local farm papers are preferred by Midwest farmers by a better than 3 to 1 margin over the second ranking publication. By a score of 6 to 1, nine different categories of retailers say these publications give them the best results in sales. Farm market advertisers' preference is shown by the Midwest Unit's 50% lineage gain since 1948, compared with 7% for the farm publication in second place.

So, buy the Unit for *more salespower*—one order, one plate at a substantial saving in rates!

SELL FIRST WHERE SALES COME FASTER AND BIGGER ...through the midwest medium that gives you MORE!

The reason more advertisers are putting the Midwest Farm Paper Unit at the head of their farm market schedules is the need to make advertising more selective. Coverage in the world's richest farm market is basic and the Midwest Unit Farm Papers offer:

MORE ADVERTISING FLEXIBILITY: Localized Midwest Unit Farm Papers allow you to key your advertising to each of their respective markets. Vary product, copy appeal, timing and size if you wish. List your dealers by states.

MORE PRESTIGE: Midwest Unit Farm Papers enjoy highest

prestige because their farm family subscribers know these publications are published exclusively for them.

MORE IMPACT: Your interests are best served by the medium that is directed at the local level, caters to local needs and closer cooperation from local dealers.

MORE DIRECT RESULTS: Midwest Unit Farm Papers let you pin-point your sales efforts, gear them to sales potentials, check the results in sales. No other medium can give you such complete penetration in the basic farm market.

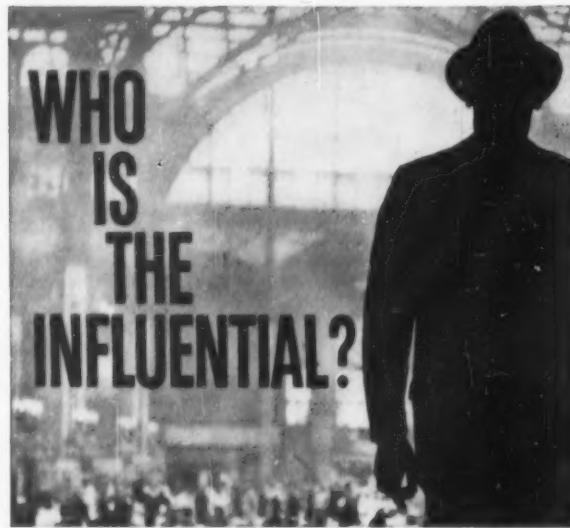
Advertise ^{most} where FARMING IS BIG BUSINESS AND GOOD LIVING



MIDWEST *Farm Paper* UNIT



SALES OFFICES AT: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, New York . . . 110 Sutter Street, San Francisco 5 . . . 672 South Lafayette Park Place, Los Angeles 57.

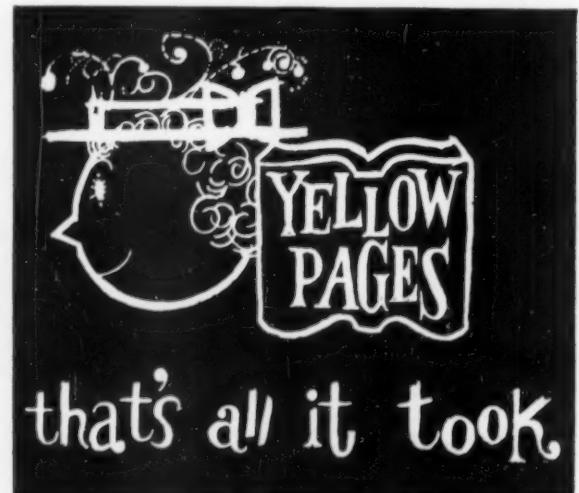


Mystery figure of the year in advertising circles was the Influential. This teasing (and perhaps biggest) of all teaser campaigns was based on an Alfred Politz study on *The Saturday Evening Post*. Now the secret is out. Influentials are readers of the *Post*. Articulate, gregarious people who are sold—and sell others—on what they read in the *Post*. These millions of Influentials are a big sales-building plus for *SEP* advertisers.

One distinguished name is worth a thousand words in this testimonial campaign for Cavanagh Hats. Testimonial begins and ends with a famous name—from the business, sports or entertainment world—stamped in the band of a Cavanagh. Copy reads: "If you name the three top men in any field, two of them most likely wear Cavanagh Hats. Do you?" Dealer listing appears on the facing page. Ads run in *The New Yorker* magazine.



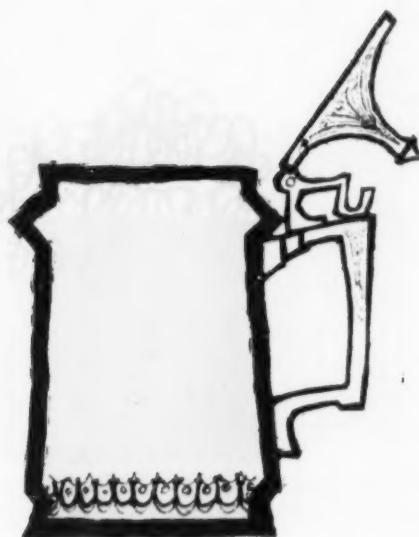
To fit a host of commodities, in any form, Continental has a full line of containers; metal, paper, plastic and glass. Continental Can Company is a leader in packaging, research and development. Hence this "reputation" campaign in *Time*, *Fortune*, *Business Week*. Each color spread features a different product and headlines the theme: Whatever you make, or whatever you pack, "Continental has the right package for you!"



Troubles come fast—and go even faster—in this new TV spot for the Yellow Pages phone book. In animated rebus form, film describes the trials and tribulations of an average couple, and how the Yellow Pages came to their rescue—with everything from a repairman for the clock to a new secretary for hubby. The moral is clear to viewers of *Million-Dollar Movie*. The Yellow Pages is "The First Place to Look...for Anything!"

BATTEN, BARTON, DURSTINE & OSBORN, INC., ADVERTISING

NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO



No. 1 Beer Maker Leads from Strength:

Millions on the Barrelhead To Widen Markets for Schlitz

Leadership can be a location from which to look up.

For a century Jos. Schlitz Brewing Co., Milwaukee fought for it—and finally won it.

And having won, Schlitz already has shaped plans and stepped up action for vastly greater growth tomorrow.

In the beer business, such dynamism may seem rare:

1. Brewing is an ancient industry which can offer only the "same old" product. Traditions and family ownership, taxes which now take more than half of beer's sales prices, laws and restrictions, "public opinion" and other factors cramp its style.

2. In the last decade of fast-expanding population, income and leisure time, the industry's volume, in barrels, has changed—up and down—only 9%. In 1956, in fact, the mounting mass of Americans drank less beer than we did back in 1948.

3. For this static volume 225 brewing companies (only 10% of the number operating 80 years ago) fight harder than ever.

Last year the margin of Schlitz

"The beer that made Milwaukee famous" is out to Schlitzify the nation. Here are the Schlitztistics: \$80 million poured into increased beer capacity; a 374-man field force and 800 wholesalers to sell it; a \$20 million ad drive that's schlipping Schlitz-brewed words into our language.

By LAWRENCE M. HUGHES



SCHLITZIFYING: To a total promotional tune of some \$20 million in various media Schlitz steadily strengthens its standing.

Schlitz schtrategists

(continued from page 29)

over Anheuser-Busch, Inc., of St. Louis, long the industry's leader, was less than 1%. These two together sold only a bit more than 13% of the total 90 million barrels. Between them and the runners-up—Ballantine and Falstaff—was a gap of two million barrels. But nearly a score of other brewers sold more than one million. Schlitz and such other "shipping" brewers who sell nationally—Busch, Ballantine, Pabst, Miller and Blatz, for example—compete not only with each other but with strongly-entrenched regional and local brands, favored by lower costs of transportation.

Thus Schlitz's standing still varies in regions and especially in individual markets. This company does relatively better in Florida and in the Midwest, and is first among all brands in Chicago. In other major markets it now settles for a place among the first five, or even the top 10.

But against the static trend, Schlitz since World War II has doubled sales. It is now engaged in the fifth major step in an \$80 million program of expansion and "regionalization." By late 1958 it will have facilities for producing 8.2 million barrels. These ultimately could brew 10 million barrels annually. In addition to expansion and modernization at Milwaukee, it has become a "regional" brewer by acquiring plants in Brooklyn and Kansas City, and by building large new plants at Van Nuys, Cal., and currently at Tampa, Fla.

In sales, marketing, merchandising and advertising, Schlitz is getting geared to sell 50% more beer. A field force of 374 men guides the work of more than 800 wholesalers and their estimated 7,000 salesmen to get Schlitz beer promoted and sold through 340,000 stores and on-prem-



Erwin C. Uihlein, head of Schlitz since Repeal, has led it up to leadership.



Robert A. Uihlein, Sr., vice-president, shares responsibility and ownership.

ise outlets. A new marketing program, to strengthen the 260,000 taverns as businesses and community factors, already is strengthening Schlitz among the 200,000 which carry it. And an enlarged advertising and promotion program—totaling about \$20 million this year would turn these United States into "Schlitzland."

Such large ambitions of Erwin C. Uihlein (pronounced Eee-line), president of Schlitz since 1933, doubtless may be met by similarly vigorous efforts by August A. Busch, Jr., president of Anheuser-Busch, for a "Budweiserdom." The race between these brewers has long been close. A half-century ago, for instance, Busch was selling 1,362,000 barrels, as against 1,114,877 for Schlitz. At different times other brewers (such as New York's Jacob Ruppert in the mid-'30's) forged briefly ahead. In 1946 Schlitz first moved on top. It stayed there until 1952—in that year making an all-time industry record of 6,345,857 barrels.

But, the Uihleins then had little time for gloating. A 78-day strike in 1953 cut Schlitz sales to 5.2 million. In 1955 Schlitz nosed out Busch and the field, with 5.8 million. In 1956 Schlitz's volume reached 5,940,835, versus 5,865,583 for Busch. Erwin Uihlein tells *SM* that the current rate exceeds six million.

Joseph Schlitz himself started as a bookkeeper. The "Schlitz" business was launched in 1849 by August Krug, with a three-barrel brew kettle. His first-year sales were 150 barrels. Krug died in 1856 and his widow wed her late husband's bookkeeper. In 1875, when Schlitz was lost at sea, four nephews of Krug—August and

his brothers Henry, Edward and Alfred Uihlein—took over. August Uihlein's sons, Erwin C. and Robert A., continue as president and as vice-president and secretary of this \$200-million-a-year, family-owned company.

Still a local brewer in a city of many breweries, Joseph Schlitz had seen sales rise by 1870 to 8,700 barrels. The next year Chicago's big fire made Schlitz a "shipping" brewer. With their own water supply disrupted, Chicagoans slaked their thirst with Schlitz. During that decade sales multiplied to nearly 200,000 barrels. Steady growth was interrupted by grain rationing in World War I, and then by Prohibition. Schlitz managed to keep alive on "near-beer." From 1.2 million barrels two decades before, Schlitz started over again with 600,000 in 1933.

The Ruling Five in the company today are Erwin and Robert, Sr., Robert A. Uihlein Jr., 41, vice-president for sales; Robert B. Trainer, 39, Robert, Senior's, son-in-law and his assistant in charge of plants and production, and one "outsider," S. E. (Sol) Abrams. Still active as vice-president and general manager, at 84, Abrams was hired by August Uihlein as an office boy in 1891 because "he knew how to use the telephone."

Schlitz makes out without a treasurer. (Werner Lutz is controller.) It has no organization chart. The unofficial "tasting committee," to insure the continuing quality of the company's one-and-only product, are the five members of top management.

Such "national" brewers as Pabst, Miller and Blatz also center in Milwaukee, but Schlitz today outsells



S. E. (Sol) Abrams was hired in 1891 because he could "use the telephone."



Robert A. Uihlein, Jr., 41, directs 374-man field force, 800 wholesalers.



Robert B. Trainer, 39, Robert Senior's son-in-law, is in charge of production.

these three combined. For seven decades "The Beer That Made Milwaukee Famous" also has gone abroad. The slogan is now read in 26 languages, including Tagalog.

Today, however, overseas volume is hardly proportionate to the fame. Only 200,000 of the current six million barrels goes abroad, and mainly to our armed forces. Schlitz has always managed to keep *this* market supplied. One memento is a letter, dated 1898, from Rear Admiral George Dewey thanking August Uihlein for a gift of 30 barrels for the heroes of Manila Bay. During World War II—despite shortage of materials and more civilian demand—Schlitz got 25% of its packaged beer to the armed forces. And in the Korean War, when a temporary order kept beer off the shelves of Army exchanges, Schlitz gave the men 25,000 cases.

Erwin Uihlein was a lieutenant commander in World War I. He, Robert Sr. and Jr., and former Ensign Trainer all are active in the Navy League. Whatever else the family did and learned (and both the brothers are law graduates), they learned their brewing thoroughly at such places as Chicago's Wahl-Henius Institute and the Alfred Jorgenson Laboratory in Copenhagen.

With a family fortune which now reaches up into nine figures, they have also learned to make money. While Erwin refuses to reveal net profit on brewery operations, he points out that Schlitz has had no debt for 75 years, and its last red year was 1933. Milwaukeeans say that the Uihleins took that \$80 million for expansion from "petty cash."

Erwin Uihlein prefers to talk about his product: Schlitz makes its own yeast culture; spends more money than other brewers on means to extend the keeping qualities of its brew. Emphasis on "brown bottles" (which others later adopted), "enzymes," "vitamins," and in recent years, "just the kiss of the hops," means more to him than "merely advertising themes."

Shipping beers cost drinkers little, if any, more on draught. But in packages the difference is enough to make rival Busch lament in the fact that family food-product buying is done primarily by "the budget-minded housewife."

The fact that the pre-World War II industry ratio of 75% draught to 25% packaged has been reversed would seem to accentuate the shippers' concern. But Schlitz points out that taverns still sell more than half of all beer—including a lot of packaged beer. (This is legal in most states.) While not relaxing its efforts with stores, Schlitz has embarked on a sustained, nationwide program for taverns. In its lexicon, a tavern is any place selling beer and food.

In the Sales Department six managers report both to Sol Abrams and Robert Uihlein, Jr.: Sales directors for five regions (Central, Southern, Eastern, Western and a new Chicago-Milwaukee region), and the manager of international operations. All operate from Milwaukee.

Since March 1956 Schlitz has had a Marketing Department. Four of the six functions in it are directed by men who happened to join the company at the same time. John Toigo, director of marketing, is a v-p (but not in the Ruling Five.) With him,

from the former Biow-Beirn-Toigo advertising agency, came directors of market plans (Robert F. Branch); of media and research (Louis S. Berger), and advertising (Richard Steenberg.) Herbert F. Palaith is director of merchandising, and Joseph M. McMahon field project supervisor.

A fifth Schlitz v-p, Robert C. Bassett, directs industrial and public relations.

The Sales Department directs the work of managers and merchandisers with the 800 wholesalers—one-third of whom sell only Schlitz—and their salesmen. In addition to its nine branches, Schlitz sells through 15 divisions and 78 districts. The 374-man field force includes assistant branch and district managers; 73 merchandising representatives, counting installers of point-of-purchase material; five division merchandising managers, and eight draught beer, five chain store and 13 special representatives. In the last group are five Negro marketers.

For large agencies in the last 25 years, John Toigo worked to develop "integrated advertising and selling plans for total market development," on behalf of such companies as Standard Oil (Indiana), Frigidaire, Coca-Cola, Philip Morris and Pepsi-Cola. He arrived in Milwaukee just after Schlitz had won first place. Erwin Uihlein told him to "see what is needed and get it done—without regard to precedent."

The tavern program already was a year old, and expanding. But Toigo decided to concentrate largely on it. "The whole tavern area," he explains,

(continued on page 70)

THEY'RE IN THE NEWS

BY HARRY WOODWARD



The Interests Are Divers

The Advertising Federation of America recently met in Miami and named a new chairman: He's hearty, multi-interest Robert M. Feemster (l), chairman of the executive committee of Dow Jones & Co., publishers of *The Wall Street Journal* and *Barron's Magazine*. But saying this only glances light off one of the many facets that form Bob Feemster: For he loves selling, advertising, sports and people. And where any of the four are concerned he has an activity that would keep the average man busy all day. He owns *The Alexandria (Indiana) Daily Times-Tribune*, the Beau Rivage Apartment Motel in Daytona Beach and the Orlando Flyers baseball team. Is that all? Hardly. He is also a director of the New York Convention and Visitors Bureau, Inc., governor of the Downtown Athletic Club, an executive member of The National Federation of Sales Executives, among other things. Strangely enough Bob began his career with the Pennsylvania Railroad . . . If he'll forgive the pun, he's still engineering things. With him (r) is C. James Proud, new president and general manager, Advertising Federation of America.

You've Met Mark Howlett

. . . you met him in the Feb. 15, 1957 issue of this magazine. He authored the article, "General or Specialized Salesmen?" And now the handsome, youthful (he's 36) Howlett has been promoted to a new position with Beckman Instruments, Inc. He's manager of the company's new Process Instruments Division after having served as general sales manager for the Scientific Instruments Division. (Sales of Beckman's industrial process instruments have increased 100%.) The new Division will make possible more rapid growth in an expanding technical market.) This new Division develops and manufactures continuous-operation analytical instrumentation for monitoring and control of industrial processes. Mark Howlett has been marketing technical products for 15 years. He's been with Beckman only three years. But before joining it he was for a dozen years with G-E, the last two of which he spent as marketing manager for Silicone Products Department. He took a degree in chemical engineering at Purdue as background for selling in the chemical and technical fields.

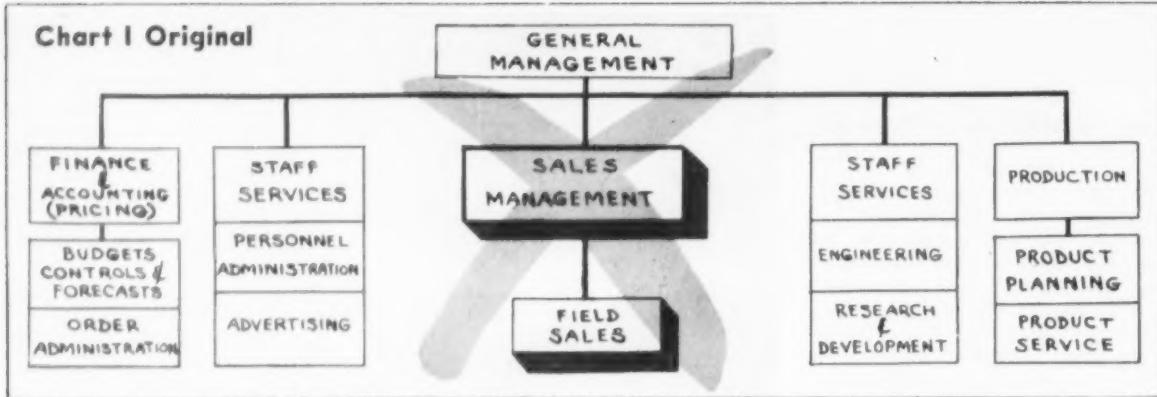


"I Wish They'd Called Me The Philadelphia Salesman . . ."

For 28 of his 32 business years Elwood M. Davis, its new v-p for sales and service, has been a career man with Pitney-Bowes, Inc., (Metered Mail Machines). And the way he identified himself to himself is a clue to his rise to the top of the selling organization he now administers through 102 P-B sales and service offices in the U. S. and Canada. When news of his new post was announced, staff members of the Philadelphia branch—Davis's home town—hand-delivered to him a marble desk set, neatly inscribed. It read: "Philadelphia branch manager, 1932 . . . V-P for Sales and Service, 1957 . . ." Deeply touched, Davis was nevertheless heard to say, "I wish they'd called me 'the Philadelphia salesman.'" In his youth he wanted to be either a clergyman or a journalist. As a teen-ager he worked, summers, in his dad's electrical contracting business. He learned to read blueprints, later on directed, almost single-handed, the conversion of P-B's field offices in office buildings to small sales and service buildings with ground floor display rooms. It was the idea of metered mail that won him to P-B. "I couldn't see any limitations to such a brand-new idea," he says. Asked about his job philosophy he adds, "I've always tried to understand people and appreciate their feelings. This has been the key point in my selling."



Chart I Original



What Is the "Marketing Concept"?

By **EUGENE B. MAPEL**,
Vice-President, Barrington Associates

The sales department charts on these pages were presented by a sales manager to his operating committee at the request of his president, who wanted to explore the management idea now referred to as the "marketing concept."

The operating committee—consisting of the president, sales manager, personnel manager, controller and production manager—had in previous talks determined what their new marketing concept organization pattern should be. Before finally adopting a new plan, they wanted to review the evolution of the firm's sales structure, and asked the sales chief to give a report on his department's history.

He prepared a series of explanatory charts and presented them at a meeting of the operating committee. Here's what transpired.

The sales manager referred first to Chart I, which gives a picture of the company when it began to develop a national market. At that time selling was limited to order-getting, and there were disputes over lack of coordination between personal selling, advertising, promotion, order-handling, and service.

The sales manager then explained why adoption of the structure indicated in Chart II was a major improvement.

Next, he introduced the chart of the current organiza-

Chart II First Reorganization

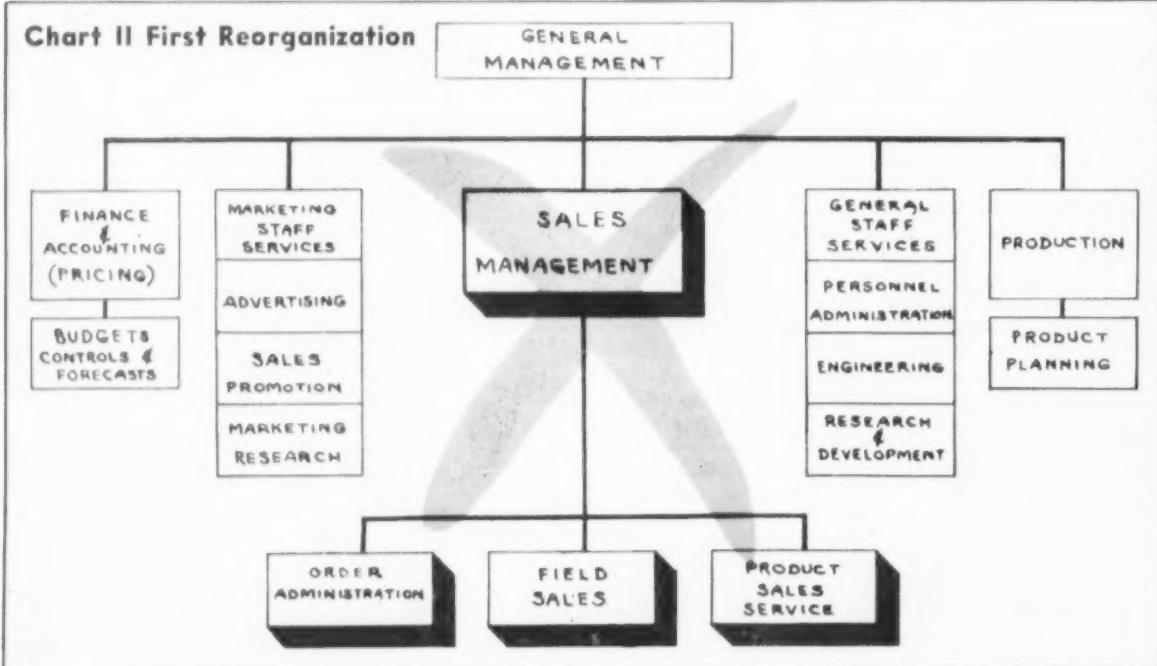
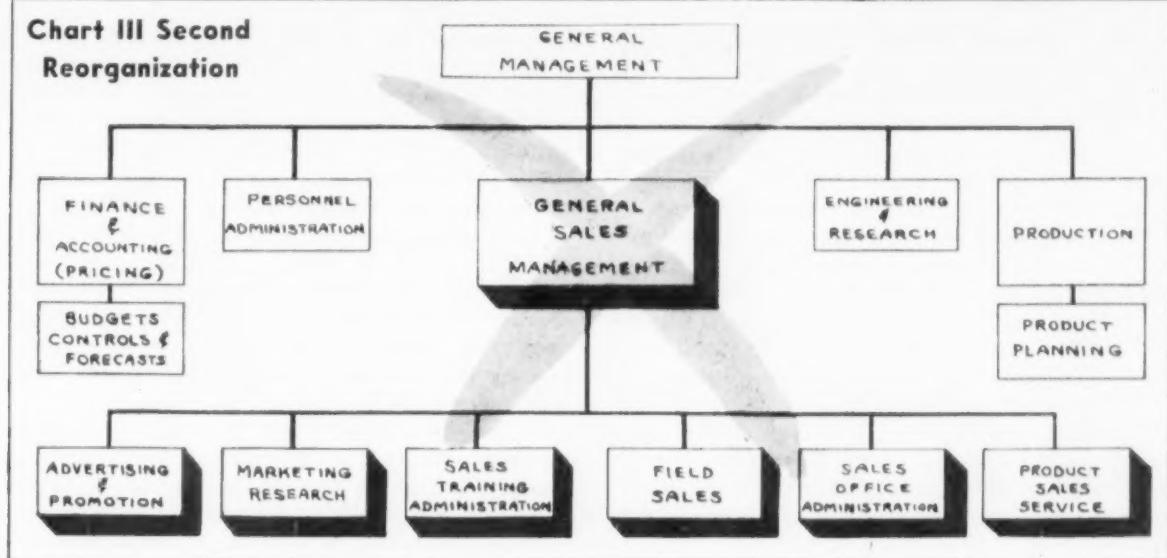


Chart III Second Reorganization



tion (III). He recalled that it had been difficult to convince management that separate managers should head up advertising and promotion, sales training, and marketing research; or that it would be a good investment to enlarge the sales department and to include these staff functions under the general sales manager.

The sales manager then turned to the chart of the proposed organization (IV), pointing out how staff service and line selling functions are grouped separately. "Each function has a separate head," he said, "but they are all

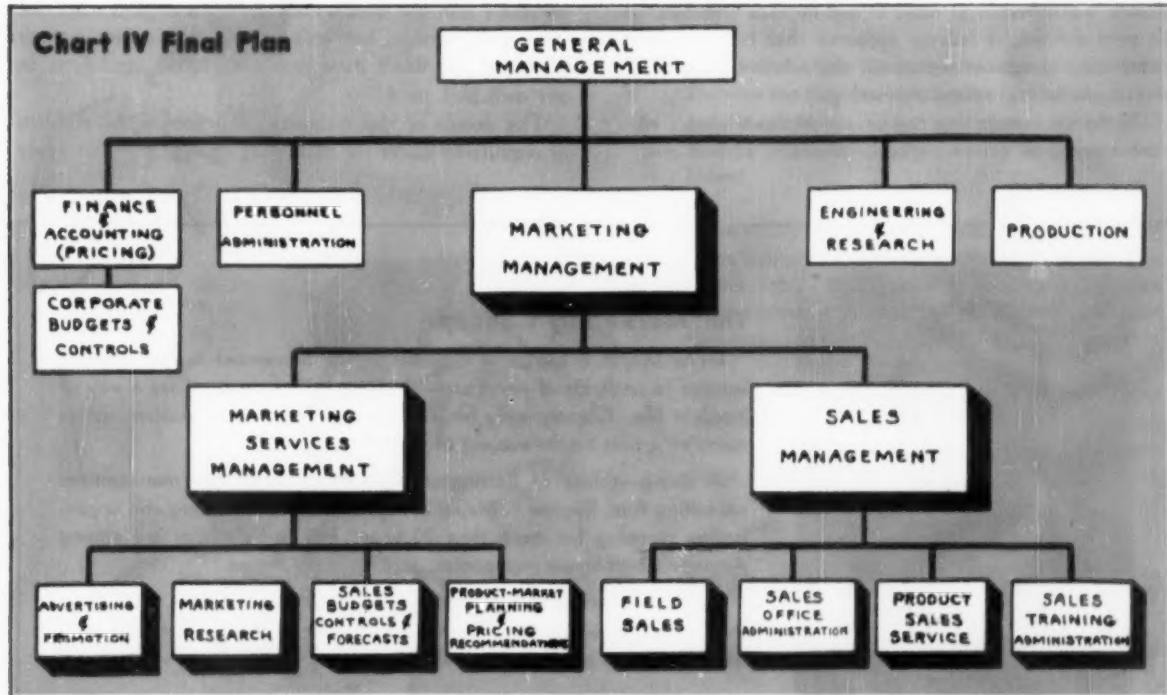
integrated under the direction of the marketing manager."

The change in structure does not appear great when viewed step-by-step in this way, the sales manager observed.

Concluding his presentation, he reminded the operating committee that the marketing manager's responsibilities were basically selling responsibilities.

"However," he explained, "these have grown over the years to include not only all functions directly related to selling, but also a few that cannot be classified strictly

Chart IV Final Plan



This type of organization is one way to fulfill today's "marketing concept."

as selling functions. We use the more comprehensive term—marketing—because these added functions contain elements of profit-consciousness and overall planning not inherent in the strict definition of selling."

"Well and good," responded the president, "our sales manager has review the evolution of the marketing concept in our company. Now, gentlemen, we need to define it."

"As I see it, the marketing concept is a philosophy we will apply to the operation of our business in which customer and consumer needs will be uppermost in importance. These needs will govern the separate planning of each function of the business, as well as the overall plan aimed at achieving our predetermined profit objectives.

"In the light of the presentation just completed by our sales manager," he added, "I can understand why many successful sales executives are wondering what all this fuss over the marketing concept is about. It probably seems to them that the only new thing about it is the term itself."

"In my opinion, gentlemen," said the controller, "there is something new for our company in this concept; and I mean something more than just a new technique here and there, a reshuffling of responsibility, a few new words, and a lot of excitement. One new thing should be the effect it will have on profits. If we all work under a coordinated plan with predetermined profit objectives, our operating efficiency has to improve. Our sales manager has been selling us on the application of this concept for years, but from now on he won't have to sell it over everyone's dead body. *The important new thing will be our full cooperation.*"

The production manager seemed to think this last remark was directed at him. When he took the floor in his own defense, it became apparent that he was going to resume the age-old debate on the relative importance of manufacturing versus marketing.

"If the manufacturing end of our business wasn't efficient enough to produce quality products at low cost,"

he proclaimed, "there would be no marketing!"

Unlike many such debates in the past, this one ended quickly. The sales manager for once avoided the obvious rebuttal. Why? Because he understood that his adversary's denunciation of marketing was only semantic.

"In your last remark," he told the surprised manufacturing executive, "you have outlined your contribution to the marketing concept with admirable brevity and accuracy."

To get the meeting back on the track, the president reviewed the proceedings up to that point and applied them to the next step in solving the problem at hand: selecting the management personnel to make the new organization work.

"So far," he said, "we have learned that the marketing manager's job is not really a new one. It is merely a change in the title of sales manager, brought about by an evolutionary increase in responsibilities under his supervision, and calling for a supporting organization to make each function work most effectively and in balance with the other functions."

"I have been impressed," said the personnel manager, "by our sales manager's analysis of the situation. It seems to me he not only understands the marketing concept but has been the motivating force in our progress toward this philosophy of operation. In short, we have always had a marketing manager—let's start calling him that."

"The next move is to select the two principal supporting executives: manager of marketing services and sales manager. Let's evaluate our own people first. We should review each man's role in our marketing organization in relation to detailed descriptions of the new positions. If we don't find the men within our own organization, we must look outside, but let's not do that unless we are convinced we don't have reasonably good candidates in our own back yard."

The details of this company's solution to the problem of organizing under the marketing concept may not apply



The Marketing Concept

Gene Mapel is known as a leader in the movement to get business leaders to understand—and use—the "marketing concept" as a way of business life. Consequently he is in demand for many a podium, writes many an article on the subject of marketing.

A vice-president of Barrington Associates, New York management consulting firm, Eugene B. Mapel has specialized in marketing and organization planning for more than 30 years. His firm's clients are among America's best-known companies.

Mapel was assisted in the development of the narrative example in the accompanying article by George Butler, who is associated with Barrington as a marketing consultant.



The Detroit News'
circulation is HIGHEST
of all Michigan Newspapers!

first

- in total circulation!
- in trading area circulation!
- in weekday circulation!
- in Sunday circulation!

Because The Detroit NEWS tells its readers *more* about what's going on in the world than any other Detroit newspaper, it is bought by more people every day.

Latest ABC circulation figures for the 6-months ending March 31st show that The Detroit NEWS delivers 469,389 weekdays and 585,667 Sundays. This is the highest circulation of all Michigan newspapers, and the highest in Detroit News' history!

Of particular importance to Detroit advertisers is the heavy concentration of this circulation in the 6-county Detroit retail trading area, where 98% of Detroit's retail business originates. That's why no other Detroit newspaper approaches The NEWS for effectiveness!

This is substantiated by the overwhelming advertising leadership of The NEWS, which carries 51% of all Detroit newspaper advertising. The other two newspapers divide the balance.

FIRST IN CIRCULATION

The Detroit News
469,389 weekdays — 585,667 Sundays

Eastern Office ... 260 Madison Ave., New York

Pacific Office ... 785 Market St., San Francisco

Chicago Office ... 435 N. Michigan Ave., Tribune Tower, Chicago

Miami Beach ... The Leonard Co., 311 Lincoln Road

to all companies adopting this new basic philosophy of operation. However, the approach illustrated by this example has universal application.

The large majority of prospective marketing managers will be found in selling management. But the same approach in another set of circumstances could lead to the manager of advertising and sales promotion, to the marketing research manager, even to the production manager, as the most likely candidate for the marketing manager job.

A review of the evolution of one cosmetic company's functional organization showed that the advertising and sales promotion manager, as might be expected in this type of business, had gradually assumed major planning and coordinating responsibilities in the company's marketing function. In another company, producing highly technical custom-built products, the production manager's role in the marketing function indicated that he had been the leader in the firm's progress toward application of the marketing concept and should assume the marketing manager's responsibility.

Careful review of company organizational history and each executive's contribution to its marketing concept may fail to turn up a good prospective marketing manager and supporting staff. In that case a thorough overhauling of the marketing end of the business is probably needed and perhaps could best be accomplished by an outside

consultant firm. Hazy understanding of the marketing concept may lead to the belief that it is a radically new precept imposed on management by long-haired theorists. From here it is a short step to the conclusion that the man to apply such a precept will not be found among existing company executives.

An experienced, qualified person brought to a company from outside may be successful in overhauling and managing the company's marketing function, but such action should be considered only when it is not possible to develop an executive staff member for this purpose. Bringing a marketing executive into an organization involves a few hazards. Some of these, like the possibility of unpredictable personality clashes, are unavoidable. Others, however, can be avoided with preparation and effort. Most important of these is the tendency of management to be disappointed when those they select fail to accomplish overnight what has taken many marketing executives all of their working careers to master.

In organizing under the marketing concept, no matter how, the most important points to remember are:

1. *Look for marketing management at home first.*
2. *Don't expect to appoint men to manage a concept—recognize that the concept must manage the men.*

The End

"Where There's Smoke, There's a Profit!"

If you can't buy the product, buy the business!

That's what Bud Hanlon did and his newly created Hickory Hill Co. is now introducing the Hickory Hill Electric Smokehouse: a portable unit which smoke-treats up to 20 lbs. of meat, fish or fowl at a time.

Hanlon, Hickory Hill's president, had found enough previous success in business to retire at 49. He manufactured a bubble toy which had great popularity between 1945 and 1947, and also tapped the tape recorder market, finally selling his Crestwood Recorder Co. to Daystrom Co. in 1952. Following his product, Hanlon became Daystrom's sales manager.

His newest venture is the result of a fishing trip and an unfilled order. Hanlon first tasted portable-smokehouse cured trout on a West Coast fishing jaunt. When he returned home, he tried to purchase a unit for himself.

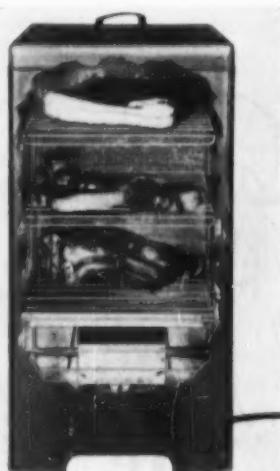
"The smokehouse is just a sideline with us," the manufacturer told him, "we don't have enough time to handle orders."

Since he couldn't buy a smokehouse, Hanlon decided to buy the rights to manufacture the product from the company.

Almost smoke free, the unit has been redesigned for kitchen use and

is two feet high, one foot wide, one foot deep. Arkansas hickory chip sawdust in the bottom of the smokehouse imparts the smoky flavor to the food.

Price of the unit is \$27.95 with both production and national marketing now in full swing. Advertising and merchandising is planned basically



A KITCHEN SMOKEHOUSE, a newly marketed product of a new company, is the result of a fishing trip and an unfilled order.



Bud Hanlon

on a local dealer level using newspaper ads, window displays, mailings, point-of-purchase materials, etc.

Hanlon figures the potential market consists of every home in America. This year he's banking on smoke-cured meat's "savory taste" to turn a one by two foot portion of 100,000 American kitchens into miniature smokehouses. Sales of the old model amounted to 25,000 units all told. Hanlon's goal with the redesigned model is to quadruple that figure each year.

If it happens, the old saying, "Where there's smoke, there's fire," won't apply to Hanlon. His idea will be:

"Where there's smoke, there's a profit!"

SOMETHING MISSING



... LIKE CALIFORNIA WITHOUT THE BILLION-DOLLAR VALLEY OF THE BEES

- ✓ Actually, total effective buying income of more than \$2.7 billion
- ✓ Contains 3 of top 9 counties in gross cash farm income in the United States
- ✓ Not covered by San Francisco and Los Angeles newspapers

Watch sales grow when you sell all of the nation's leading farm state, California — including the prosperous Inland Valley. And coast newspapers don't get through to Valley people, who read and believe in their own Bee newspapers.

Data source: Sales Management's 1957 Copyrighted Survey.

- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

In the newspaper field, only McClatchy gives national advertisers three types of discounts -- bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.

Vacationists Out to Top Record 1956

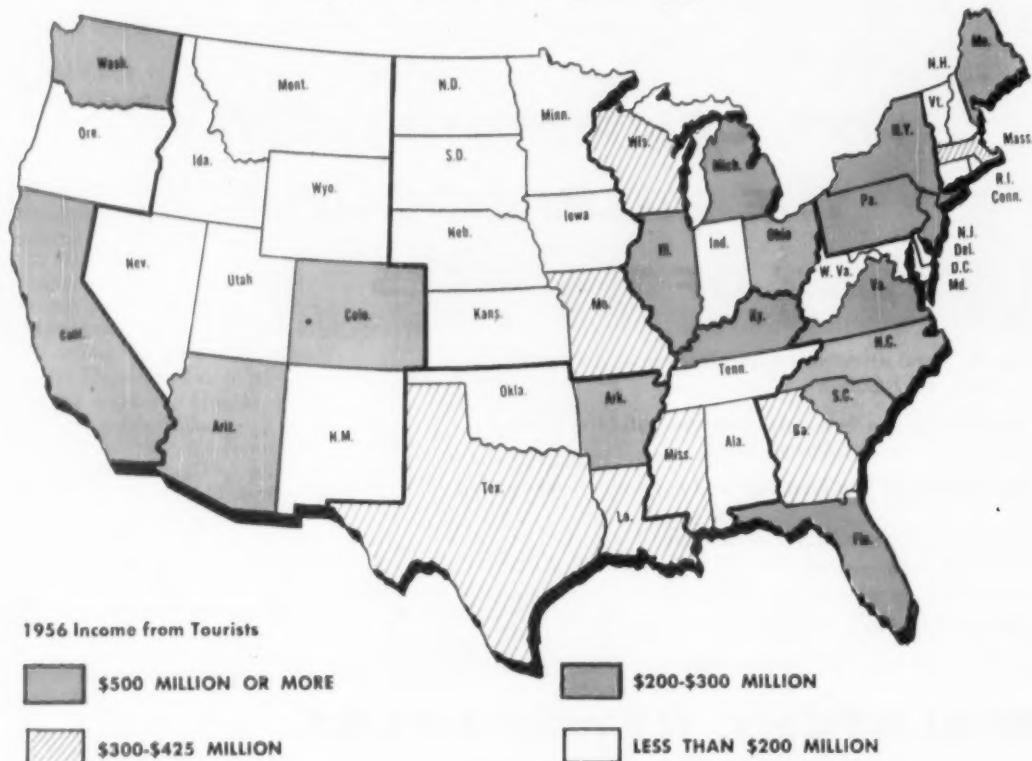
The 1957 vacation season is just passing its peak period, but Americans will continue to ramble and gawk and play throughout the rest of the year. And, before the year is out 81 million vacationers will have spent more than \$17 billion to see their own country. The prediction is made by the American Express Co., which pegs 1956 vacation spending at \$16.3 billion.

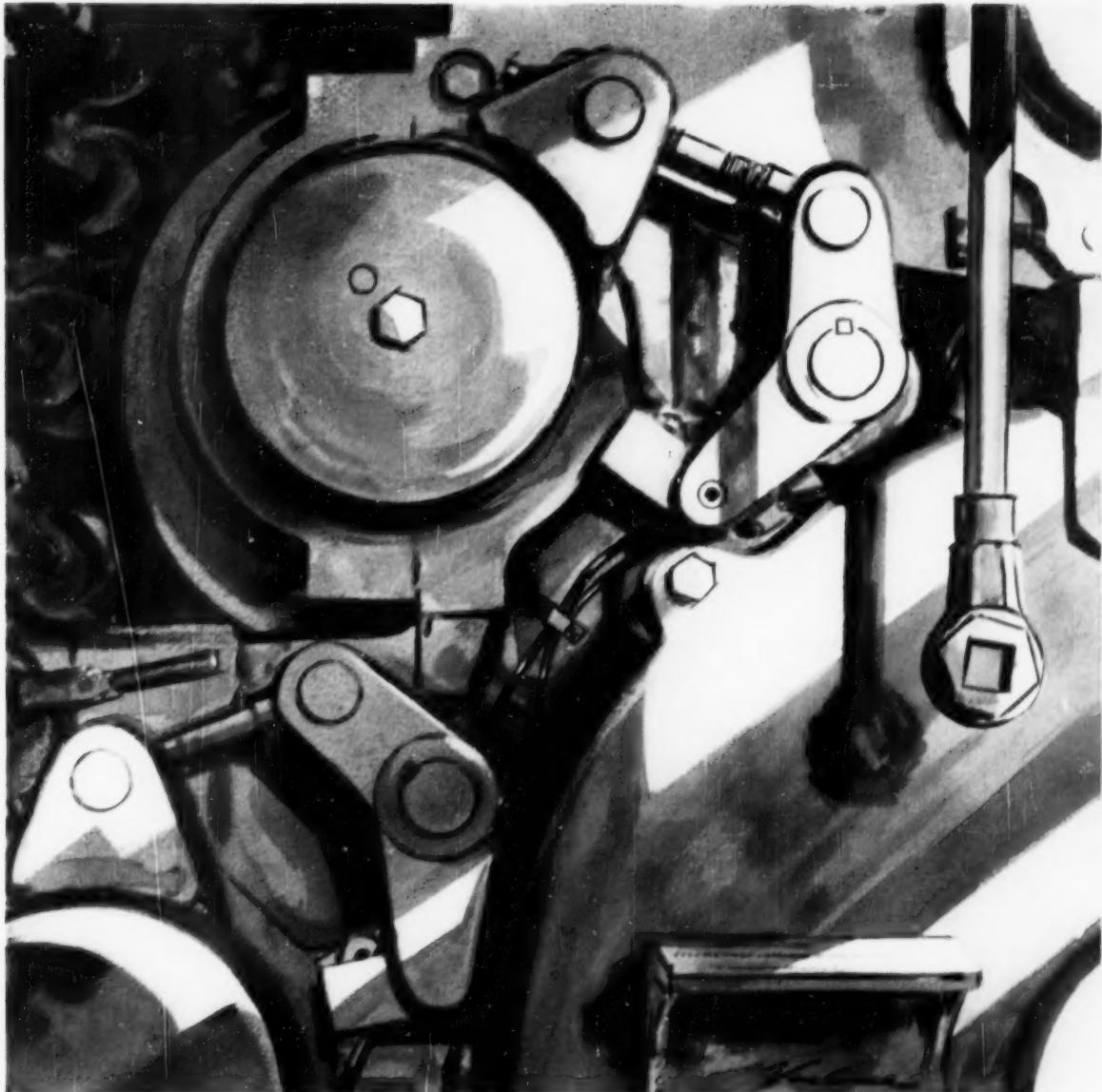
What are they doing? Where are they going? More than a million will see the lamp-lit streets

of Williamsburg, spending \$14 million. The Jamestown Festival (350th anniversary) will pull 2½ million people. Others will visit Valley Forge, Gettysburg, Greenfield Village, and, of course, our big cities and resort areas.

Four states will net over a billion dollars each from tourism — New York, Florida, New Jersey and Pennsylvania. New York City alone will host 14 million visitors who may spend \$1 billion. The National Parks will have 55 million visitors.

Here's where the vacation money goes:





GROWTH is a management policy at Clement

New Equipment is the first requirement for each step in the growth of a printing business. During the '30's, when business expansion was almost unheard of, J. W. Clement Co. made heavy investments in the most efficient presses available.

When the printing market boomed in the '40's, this company was already a step ahead and it still holds this position through continued ex-

pansion and investments in new equipment.

Clement hasn't grown from a local job printer in 1878 to national leadership "like Topsy". Each step is born of a careful and long-established management planning policy. The result is better, brighter color printing and more value for the customer's money. Your nearest Clement sales office will gladly show you examples.

J. W. CLEMENT CO. *Manufacturers of Quality Printing*

Executive Offices & Plant: 8 LORD STREET, BUFFALO 10, N.Y.

SALES OFFICES: Graybar Bldg., New York, Fisher Bldg., Detroit. SUBSIDIARIES: Pacific Press, Inc., Los Angeles, Phillips & Van Orden Co., San Francisco



8 LORD ST., BUFFALO, N.Y.



245 ERIE ST., BUFFALO, N.Y.

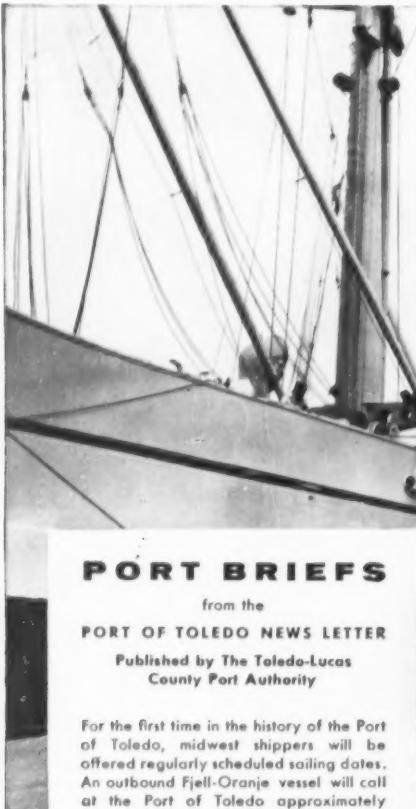


501 SOUTH SOTO ST., LOS ANGELES, CAL.



810 BRANNAN ST., SAN FRANCISCO, CAL.

TOLEDO is the key to the sea



PORT BRIEFS

from the

PORT OF TOLEDO NEWS LETTER

Published by The Toledo-Lucas
County Port Authority

For the first time in the history of the Port of Toledo, midwest shippers will be offered regularly scheduled sailing dates. An outbound Fjell-Oranje vessel will call at the Port of Toledo approximately every ten days, it was announced recently by Don C. Shefferly of the Overseas Shipping Agency here.

Construction which will double the warehouse capacity of the Toledo Marine Terminals, Inc. has been scheduled for completion by July 1. A warehouse of reinforced concrete block construction will provide more than 200,000 cubic feet of additional storage and cargo handling space for overseas general cargo.

Cognizant of Toledo's strategic and expanding transportation facilities, several steel companies are studying the area with renewed interest as a potential plant site, according to the April 28th issue of Steel Magazine. The article entitled "Steel, fob Toledo" points out that Toledo meets most of the requisites demanded by the steelmakers for their ever-expanding industry. "Opening of the St. Lawrence Seaway in 1959 will make it possible to import raw materials via water from any foreign port and to ship finished steel abroad," the article states.

Ninth largest port in the U.S., Toledo is already the center of Ohio's third market with \$1,996,423,000 net effective buying power*. What will it be when the St. Lawrence Seaway is completed? Keep your sights trained on Toledo, the key to the sea.

TOLEDO'S NEWSPAPERS

are the key to this
great and growing market on the
St. Lawrence Seaway

The 14-county Toledo market is ranked *third* in Ohio (after only Cleveland and Cincinnati) with net effective buying income of \$1,996,423,000*. It's *first* in Ohio with farm sales of \$212,584,829. It's *third* in food sales—\$281,542,000. No wonder the BLADE for the third consecutive year has topped all Ohio newspapers in grocery lineage with 3,767,952 lines, including General, Local and Department Store groceries. You can see why to open the door to this big, growing, industrial-agricultural market you must use the proper key—the TOLEDO BLADE and TIMES. There are no duplicate keys.

TOLEDO BLADE Daily and Sunday. **TOLEDO TIMES** Morning

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC.

*Sales Management Survey of Buying Power, May 10, 1957.

Kaiser Goes to Dealer Level

To Widen Market for Aluminum Awnings

Many a manufacturer of raw material sold to fabricators can expand his own volume only by coming to grips with a familiar problem: How can he break the bottleneck at point-of-purchase? Kaiser is doing something about it.



IT'S A LONG WAY from a Kaiser aluminum plant to the selling situation in which a direct-to-consumer salesman sits down with Mr. and Mrs. Homeowner to sell aluminum awnings. But Kaiser's current promotion is designed largely to help that salesman improve his ratio of sales to calls. Already sales are up.



DRAMA AND FANFARE marked the introduction of Kaiser's current promotional campaign to aid dealers. First news was released at a "Kaiser Day" luncheon at the January convention of the National Metal Awning Association. After luncheon the firm's exhibit, curtained up to that hour, was unveiled to show the new sales tools. Already over a million giveaways have been mailed.

Metal awnings worth \$250 million at retail are sold annually, most of them made of aluminum. This appears to be a sizable market, one worth cultivating by the supplier who provides the sheet aluminum . . . and so it seemed to Kaiser Aluminum & Chemical Sales, Inc., executives. But a little research revealed that 80% of all awnings bought are not made of metal. To most people, awnings are made of canvas—and they are right. About 80% are canvas; a few are made of wood; 15% are aluminum.

Is the last percentage a discouraging proportion? Not to William A. Griffith, supervisor of industrial advertising and sales at Kaiser Aluminum headquarters in Chicago; nor to Walter Gibbs, sheet products manager, and G. F. Palmer, manager of special sales projects. "It's a challenge," is their reaction. "We have all that tremendous growth potential to move against."

About a year ago a four-man Kaiser Aluminum team (Palmer, Griffith, Gibbs and T. P. Beaumont of Young & Rubicam, Inc., Kaiser Aluminum's advertising agency) began to inquire: What can we do to help metal awning fabricators expand their businesses? First move was to find out everything about the metal awning industry that is pertinent to promotion at all levels.

Explorations were made: (1) by means of a questionnaire survey; (2) by contacting done by Griffith with Stanley Hoffman, secretary, National Metal Awning Association. The Association represents members who account for about three-fourths of the metal awning business in the United States. It is made up of fabricators, dealers, and the three major aluminum producers — Kaiser, Alcoa and Reynolds Metal.

Responses to the questionnaire were rewarding. Over 30% of them came from fabricators and dealers, includ-

LOOKING FOR A NEW PARTY IDEA?

A GAY - COLORFUL
HAWAIIAN
PARTY
IS THE
ANSWER!

MAKE "ALOHA NIGHT"
THE OUTSTANDING PARTY OF THE YEAR

- LUSH HAWAIIAN FLOWERS & FOLIAGES
- EXQUISITE LEIS, CORSAGES, DECORATIONS
- HULA SKIRTS, SARONGS, ALOHA SHIRTS
- LOVELY HULA GIRLS AND NATIVE MUSICIANS

SEND FOR FREE INFORMATION ON HOW TO RUN A HAWAIIAN PARTY.

OUR HAWAIIAN SERVICE DIVISION CAN SUPPLY YOU WITH EVERYTHING YOU NEED TO MAKE YOUR PARTY A SUCCESS.

ORCHIDS OF HAWAII, INC.
National Sales Office:
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A ONE BILLION
ONE HUNDRED SIXTY-NINE
MILLION DOLLAR
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MARKET

96.5% COVERAGE
Of Metropolitan Akron

85% COVERAGE
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FOR COVERAGE AND RESULTS
IT'S THE

AKRON BEACON JOURNAL

METAL AWNINGS: Big and Getting Bigger

Some 200 fabricators produce the metal awnings which retail annually in the United States for \$250 million. Almost all of the metal going into awnings is aluminum. The industry is made up primarily of small operators, specialists who do little else but make this one product.

Although there are approximately 25,000 potential outlets for the awnings, the bulk of the sales are made by about 5,000 dealers.

An unusual factor is the method of selling: Ninety percent of it is door-to-door selling by the dealer salesmen. The ten percent that reaches the consumer through "normal" retail channels is divided among only the larger hardware and department stores and a few outlets such as Sears, Roebuck & Co., Montgomery Ward & Co. and Macy's.

There are eight major types of metal awnings. A weakness of the industry has been its stress on the "nuts and bolts" of each fabricator's type, and its failure to educate consumers in the benefits of metal awnings versus the other types.

May is National Metal Awning Month, May and June the big selling month for the item. But before this year there had been little concerted industry promotion. A supplier had never developed and integrated sales promotional plan in conjunction with the industry and its Association up to the time of the Kaiser Aluminum program described in the accompanying story.

ing most of the major factors in the industry. Analysis of replies led to one conclusion: There was little Kaiser Aluminum could do to directly help fabricators. The basic job needed to be done was at the dealer level, particularly with dealer salesmen.

What was needed?

1. A promotional aid to be used by dealer salesmen in making presentations in the home; to help them sell the fundamental advantages of metal awnings as a prelude to stressing advantages of the particular fabricator's brand over competitive brands. For example, it is pointless for a salesman to argue the superiority of right-hand flaps over left-hand flaps, or vice versa, to a prospective user until he has been sold on metal awnings in preference to canvas.

2. Something to raise the prestige of the local dealer and, more important, of the house-to-house salesman selling his product. The Kaiser team found that because of the notoriety attached to operations of a few fly-by-night salesmen of home-improvement products or services, many people refused to admit the salesman. Others were hesitant, even after hearing his sales story, to give him their business.

3. Consumers had to be made more aware of the benefits of aluminum awnings.

4. Dealer salesmen needed help in making more contacts, in getting into

more homes to tell their story. This was revealed less from the replies to the questionnaires than from a market analysis made by the Kaiser team. They found that the salesmen on the whole are good salesmen; if given a hearing they can close sales.

Here's what Kaiser Aluminum did:

Point No. 1: A presentation brochure was developed to give the salesman a foolproof sales tool to use while talking with the prospect in the home. As he turns the 12 brightly colored pages he automatically sells, first, the basic benefits of aluminum awnings, and then, afterward, his particular brand.

Advantages Emphasized

The presentation emphasizes five outstanding advantages of a metal awning:

The first is that they are more distinctive. Surprisingly, the market research team found that awnings are often bought because householders believe they make the house more attractive. The Kaiser brochure capitalizes on this with comparative illustrations (a home with and without an awning) and with these arguments: "Awnings add that finishing touch"; "modernize older houses, beautify new ones"; "colors to accent or match any home exterior"; "identifies you as a homeowner who takes pride in your property." The other four basic advantages, each supported with convincing proof, are: "Cool



"I'll be back at three—I'm working on that big soup deal!"

comfort"; "permanent"; "protection"; "they'll save you money in the long run."

Illustrations posed a problem. Every fabricator howled: "Are you going to show B's . . . or Y's . . . or Z's awning in the pictures?" Kaiser idea men solved that one, making no one unhappy and, in the end, everyone happy, by showing pictures with what might be called abstract awnings—awning-shaped swatches of color in appropriate spots.

Very Soft Sell

The brochure is unusual in one respect: Kaiser's name appears only twice. On the inside back page the five benefits inherent in metal awnings are recapitulated on illustrations of TV screens, each with a picture and a phrase. The page is headed: "Here's how 30 million television viewers across the nation are seeing the five big advantages of aluminum awnings . . . as demonstrated on the Kaiser Aluminum Hour." At the foot of the page is another brief sentence: "That's what they say about aluminum awnings on the Kaiser Aluminum Hour . . . winner of the Sylvania award for the best new dramatic series of 1956."

Griffith explains: "The only reason the Kaiser name is used only twice here is to lend prestige to the dealer and his salesman as the presentation is being made in the prospect's living room. Our fundamental objective in the program is to help the dealer sell more goods."

Point No. 2 was one of the steps taken to raise the status of the metal awning dealer in his community. Built into the TV commercial was a Kaiser recommendation of the dealer to the viewer. Householders interested in learning more about the benefits of aluminum awnings as demonstrated in the commercial were advised to turn to the Yellow Pages of their telephone directories, select a dealer listed there, and consult him. Putting the full power of the Kaiser show and the company name behind National Metal Awning Month, the first of these two-minute announcements ran May 7 and the second, May 21.

Points 3 and 4 were tackled together. The promotion team realized that national advertising, good as it is, cannot by itself make homeowners aware of what aluminum awnings might do for them. To close a sale, more salesmen have to get into more homes. So, a "door opener" was devised, backed up by local newspaper advertising.

Kaiser Aluminum created a "Hawaiian Holiday Contest" for consumers and a related one for the salesmen. To enter the contest a homeowner was not required to buy anything or place an order. All he had to do was listen to a dealer salesman's aluminum awning presentation, then write 25 words on the benefits of the item. A home-owning man and wife won a Hawaiian trip in May, a second couple will win in June. To stimulate salesmen to make calls and give the presentations, the two sales-

**IN LOS ANGELES,
THEY* SAY
"TIMES, FIRST OF ALL"**

*** Housing
Equipment
& Supplies
Advertisers
place 51%
of ALL their
Los Angeles
metropolitan
newspaper
advertising
in The Times**

Southern California, still a-building buoyantly, is America's No. 1 area in construction contracts. In this field The Times leads in Housing Equipment & Supplies advertising, and 94 of 114 Media Records classifications.

**LOS ANGELES
TIMES**

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

OTTAWA

has one of the highest Per Family Incomes in the country: \$7,098 according to Sales Management, 1957 Survey of Buying Power.

GOVERNMENT

payroll in Metropolitan Ottawa is now \$155,600,000. 47,900 government workers are paid this amount annually.

INDUSTRIAL FORCE

is growing. There are approximately 45,000 industrial workers in the Ottawa Valley, producing a wide variety of goods.

men with prize-winning prospects also win a trip. They need not have made a sale.

It works this way: The salesman makes the first part of his presentation, using the presentation brochure to sell metal awnings. Then he presents his own brand. He leaves with the prospect a folder which repeats the five benefits of the product illustrated in the presentation brochure and gives the news of the Hawaiian Holiday contest and details for entering it. The salesman's signature on the entry blank is required to complete it.

Kaiser's supporting advertising campaign kicked off with large-space copy May 5 in Sunday newspapers in the major awning markets of the nation. This was the Sunday prior to the first Kaiser Aluminum Hour awning TV commercial of May 7. The copy appeared in the home improvement sections of the newspapers, doing two things: It sold the benefits of aluminum awnings. It announced the Hawaiian Holiday Contest.

The value of this grass-roots promotion to the dealer was enhanced in several ways:

1. The advertisements channeled all inquiries through the local metal awning salesman. Interested home-

owners called him for contest details (the door opener), thus enabling him to build up a list of leads.

2. Newspaper advertising mats were provided to enable the dealer to run his own tie-in advertising throughout May and June.

3. Open-end television and radio commercials were provided so that dealers might tell the story of their metal awnings and their awning services. Dealers received a general information kit on the entire program. They were also contacted by their local television and radio stations in the major markets, urging them to tie in by purchasing local spots.

Fully Promoted

Promotion of the total program to the metal awning industry began last fall. As soon as its main outlines were drawn double-page space was scheduled in an appropriate business paper informing industry members that a survey had been made to find means of helping them, that findings were being tabulated, and that something special would be announced at the convention of the National Metal Awning Association in New York in January.

A teaser mailing was sent out to about 18,000 fabricators and dealers concerning the survey findings that were to be revealed at the meeting's Kaiser Day luncheon. Kaiser Aluminum was this year's convention host—a privilege enjoyed last year by Alcoa. Next year it will be Reynolds. Excitement was built up by keeping the Kaiser booth entirely covered with a drop cloth throughout the first day of the convention and having it guarded by a Burns detective to discourage peepers. The booth was next to the registration desk so no one missed the drama.

Top ticket in the book of tickets received by delegates when they registered was for a door prize drawing for a Hawaiian Holiday for two, to be staged during the Kaiser luncheon. Drawing stubs were deposited in a "Treasure Chest" placed near the veiled Kaiser booth. On the day of the luncheon the 500 who attended found the hall decorated with Hawaiian motifs. Two Hawaiian girls passed out orchids, leis, and gift bracelets.

The luncheon program was enlivened by a humorous film which parodied the Kaiser survey to find means of helping the industry expand its share of the awning market. Actors in the skit were: Kaiser Aluminum's

industrial advertising manager, B. G. Pomfret, and Breezy Wynne, president of the National Metal Awning Association. The "search" was worldwide, with Pomfret clad in a foreign ambassador's costume, Wynne appearing successively in several different national costumes signifying the countries supposedly visited. In each scene, the pair held a solemn conclave on the metal awning problems of the nation featured at that point.

Mountain of Data

Pomfret ended with a small mountain of data which was fed into Univac machines. This paved the way to the program's serious portion: "Gentlemen, this is what you asked for . . ." followed by the Kaiser Aluminum Master Plan for helping the industry. Its presentation was made by Pomfret in the ambassador's costume he wore in the film. His explanations were supplemented by giant screen color slides of the materials and sales tools which industry members were to receive. The drawing followed and the program was climaxed by the unveiling of the Kaiser booth where the visitors could examine all the elements of the promotion along with samples of the sales tools prepared for them.

Then came the follow-up. Kaiser took the kits containing the materials, sales tools and a folder describing each of the elements in the program and how to put them to work, and mailed them to 18,000 dealers and fabricators. Included was an air-mail-stamped self-mailer for the recipient to check for amounts and kinds of sales tools he estimated he would require for the May-June metal awning selling period—and thereafter. The material was all free and allocated on the basis of the number of salesmen a dealer had working for him.

Because "no mailing list is 100% complete" and to make sure no dealer

was missed, an advertisement was run in business papers, offering the program and its sales aids and inviting dealers to write if they had not already received the kit. Kaiser Aluminum's field representatives also took the message of the Master Plan to the fabricators they call on, stimulating their interest and urging them to contact dealers to make full use of the program. Many fabricators responded by sending out sample kits, with personal covering letters, to a select list of dealers, reinforcing the Kaiser effort. They also held special dealer meetings.

The program is now at work at point-of-purchase, but preliminary results can be measured . . .

- by the quantities of material distributed. As of April 10, Kaiser had mailed out more than a million customer give-aways.
- by sales of sheet aluminum to fabricators. Already a substantial increase has been noted.
- by expressions of gratitude from industry members, both at the NMAA convention and subsequently. "The program has helped the industry achieve its maturity," was one conclusion.
- by preliminary estimates of fabricators' sales to dealers "that would spin your hat," to quote the jubilant team that planned it all.

Griffith sums it up: "The enthusiastic response to our plan to work with fabricators and dealers of this industry convinces us that the program is one that was urgently needed. Because few manufacturers sell nationally, none are in a position to initiate a promotion of this extent. We have no doubt that everyone participating in this program will benefit."

The End

**IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"**



*** Retail
Advertisers
place 49.4%
of ALL their
Los Angeles
metropolitan
newspaper
lineage in
The Times**

(Of 114 Media Records
classifications,
The Times leads in 94.)

People who know . . .

stay at the

Hotel Lexington

HOME OF THE FAMOUS
'Hawaiian Room'

See your local travel agent or
write Promotion Dept.
for Brochure 152.

Near the
United Nations

Extensively Air-Conditioned

LEXINGTON AVE. at 48th ST., NEW YORK CITY, 17

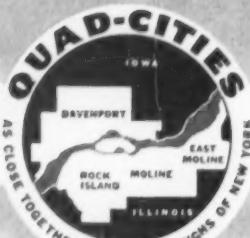


Los Angeles retailers meet the public through The Times which reaches not only the most, but also most-able-to-buy audience. Times' record-high ABC circulation is 462,257 weekdays; 858,745 Sundays.

LOS ANGELES TIMES

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

ONE OF THE
FIRST 100 MARKETS



WHBF

RADIO & TELEVISION

FIRST
IN RADIO

FIRST IN
DOWNSTATE
ILLINOIS*

FIRST IN
THE QUAD-CITIES

according to NCS No. 2

*all 68 stations outside of Chicago

THE STATION
OF MARKETING SUCCESS

CBS

REPRESENTED BY AVERY-KNODEL, INC.

Alemite's Cure for Ailing Territories: Sales "Blitz" Plus Co-op Ads

Split-the-cost promotional programs are too often full of headaches, but here's one that's simple and effective.

"We have the simplest possible co-operative advertising plan for Alemite Division's three chemical products," says Fred Cross, advertising director for Stewart-Warner Corp., Chicago.

Simple it is, but ingenious enough to make it effective with distributors and dealers handling Alemite's CD-2 oil additive, Cooling System Conditioner (trade name), and Kleen Treet additive for gasoline.

Right now some city that has fallen behind on its quota is being "invaded" by a crew of 15 specially-trained men, split up into crews of five each, who are working with jobber salesmen and showing them how to sell Alemite products to gas stations, garages, retail automotive suppliers, etc.

What has this to do with cooperative advertising?

This sales blitz runs concurrently with heavy local advertising. Any dealer who buys X amount of Alemite products gets his name listed in an

ad read during an Alemite commercial over local radio stations. Cooperatively, Alemite's 34 exclusive, franchised distributors covering the U. S. participate in this deal in their own territories, paying a portion of the advertising costs and also contributing to the salaries of the special sales personnel.

Why a sales blitz? "Over the past several years," Cross explains, "we've noted great variations in distributor performance. Of all distributors operating on a quota basis, some will do extremely well and others will lag behind. So we developed this new phase of cooperative advertising this year and set up a fund with the goal of bringing up some of these lower territories."

The half and three-quarter page cooperative ads even offer a premium to readers: a \$10 set of Elgin-American simulated pearls, obtained by sending Alemite a sales slip showing



only DuKANE

gives these features in
a sound slidefilm projector!

- **DuKANE REDI-WIND**, automatically rewinds film for next showing, keeps it off floor!
- **DuKANE JET AIR COOLING**, reduces heat 30%, cuts moisture, saves film!
- **DuKANE SCRATCH PREVENTER** doubles life of film, maintains original brilliancy!

The new DuKANE "Micromatic" Sound Slidefilm Projector is the *last word* in audio-visual training for offices, shops, factories, schools and churches. It delivers up to 22 minutes of a fully automatic presentation! For details write SM-77



DuKANE
CORPORATION
St. Charles, Illinois

Projector, record player, screen, records, film, lenses and extension cord fit in a luggage-style briefcase. Light-weight, compact!

purchase of one of its products, plus \$2. "We've had an excellent return on this offer," Cross says.

Alemite Division's 34 distributors seem happy with the co-op program, as they have usually been in the past with other Alemite plans to help them sell. Most of them have been with the company 25 years or more.

Alemite allows distributors so much per case on the three chemical products, and this allowance goes into the cooperative advertising fund. Each distributor is allotted a specific sum every six months. "Not once a year," says Cross, "because by making allowances every six months we have some means of adjusting the fund halfway through the year. Based on past performances, we can anticipate what their sales will be for the next six months."

While this fund is for local advertising, the company stipulates that the distributors' choice of local media must be approved by Cross's office.

Alemite also places a great deal of cooperative advertising through its agency in Chicago, MacFarland, Aveyard & Co. The agency prepares newspaper mats, radio spot commercials and visual spots for television for local advertisers. The distributor is permitted to buy some local advertising at local rates if he can do it, with radio offering the best opportunity for this. Distributors are often successful in getting their jobbers to participate too, Cross says. Distributors foot two-thirds of the bill.

Cross urges all distributors to spend all of the advertising money allotted to them since "any money left unspent at the end of the six months reverts to the factory. They'll do everything they can to spend their fund. Some distributors even spend their own money in addition to what they are allotted."

The program is policed by checking billings coming through the agency with tear-sheets and radio-TV affidavits. Distributors send Cross copies of contracts and forms of claim, to which must be attached copies of paid invoices. The fund is then adjusted and a credit is issued.

"Rules? There are no rules other than that distributors must send us their advertising plans for approval. You might say the main rule is not to use trivial media. You've got to advise the distributor how to spend his advertising dollars. We like to see him advertise heavily for three months, then go light for three months until the new fund is allotted, rather than maintain a lukewarm campaign spread over the six-month period."

The End



MOVING TIPS FOR SALES MANAGERS:

Mayflower Master Movers Bring Peace of Mind to Transferring Families

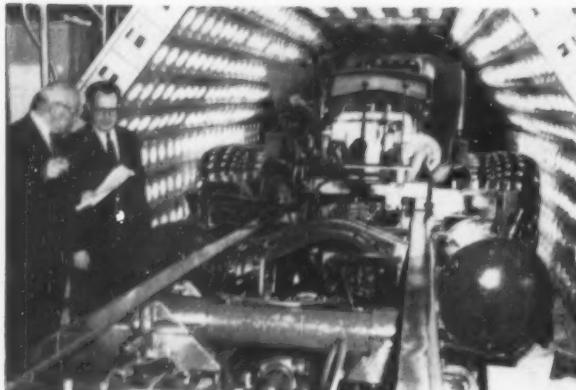
Any job can be done better, quicker, more efficiently by men who are carefully trained. That's the way it is with long-distance moving, too. And that's why Mayflower Service is easier for your personnel transfers and safer for their furniture. Mayflower movers are "Masters of Moving," graduates of the world's first and finest Movers' School. There they are taught by experts, and learn-by-doing the safest methods of handling furniture and breakables . . . everything it takes to assure delivery in the same condition the goods were received! This kind of service lets key men of yours concentrate on their work in their new location, undistracted by moving problems. So call Mayflower next time! You'll get trained, careful men using the finest materials and equipment.

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



America's finest long-distance moving service

Each Autocar Buyer Can See His Truck Built on Assembly Line



A TRUCK IS BORN . . . and its future owner watches as the initial rail frame is drilled and assembly is begun.



AND NOW THE PAINT, unique as a fingerprint, is applied while the customer watches. Harry White explains.



IT HITS THE ROAD . . . and the proud customer is allowed to drive it off the assembly line! It's now his "baby!"

By **HARRY L. WHITE,**
Sales Manager, Autocar Div.
of The White Motor Co.

We use a "birth of a truck" technique to instill extra pride of ownership into new buyers and to turn prospects into buyers. This system works so well, we are stepping up invitations through our branches, distributors and dealers to bring prospects into our Autocar Division plant, Exton, Pa.

Each truck, as it goes down our assembly line, bears the name of the owner-to-be. Each erection order is written by the Engineering Department to the customer's specific requirement. And a customer, seeing his heavy-duty truck develop from rough castings and finished components to the complete product, tailored to his particular operation, enjoys a new experience.

Autocar trucks are the big, heavy-duty jobs commonly used at logging camps, quarries, oil fields, excavations and construction sites. Least expensive Autocar costs \$10,000 (this does not include the body). Because of the rugged requirements of our specialized trucks, each one is designed individually for the buyer from 32 basic models.

One prospect runs his truck over sand, another through mud, another over rocks or steep grades, another through forests, and the next over super highways. One hauls drilling rigs, another crushed rock, and the next wet concrete.

While each prospect and customer has some operational problems his truck must surmount, all owners have one thing in common: The big investment must be spread over many years with as little downtime as possible.

The best way we know to prove truck quality is to show the prospect how his truck is built, let him see what goes into it, give him the op-

Tailor-made carton service by Gair



Gair's bright, white clay-coated board responds brilliantly to letterpress printing for Bayer. Bayer family identity is retained dynamically throughout a range of sizes.



Through the millions of packages Gair produces for Tide, colors remain constantly uniform, vivid, beautiful. Gair technique keeps Tide's bold product identity even when frequent coupon and copy changes are necessary.



Gair's uniquely constructed gift-package merchandiser for Mission-Pak Cheese! Economical folding boxboard, book-designed as a multiple package. Distinctively beautiful foil-laminated inner packs protect freshness and flavor.

Gair has a proven flair for creating cartons that sell. Gair Service is also a proven asset to satisfied customers everywhere. Discover

how your product can be even more of a prize in a package by Gair—call your Gair representative or write Gair, today.



GAIR

creative engineering in packaging

BOXBOARD AND FOLDING CARTON DIVISION OF CONTINENTAL CAN COMPANY
530 FIFTH AVENUE, NEW YORK 36, N.Y.



STRONG

IT'S WEAK

You look over the new ad the boys bring in for OK.

It's a strong ad.

It has *force*.

Boy, that's telling 'em!

You start to put your OK on the ad. You even grin as you think what old Snods, your biggest competitor, will say when he sees this ad . . .

. . . "whoa", you say, and you pull back.

Are we advertising to Snods, or to our prospects?

How will this "strong" ad strike the men who have the job of selecting the best product in the field for their particular purposes? Will they, in their search for facts, dismiss this as mere brag?

What do you want *them* to say when they've read your ad:

"It just can't be that good!"

or "That sounds worth looking into—I'll bet it's even better than they say."

The only ad that is really strong is the ad that is believed by the people who count—your good potential customers.

THE SCHUYLER HOPPER COMPANY

12 East 41st Street, New York 17, N. Y.



The Company

Probably the oldest company in the automotive industry. That's Autocar. Since 1897—pre—"Git a hoss" days—the company has been exclusively and uninterruptedly manufacturing motor vehicles. Originally Autocar made passenger vehicles. But for years now it has specialized in heavy-duty vehicles. The company holds many "firsts": first porcelain spark plug, first shaft-drive principle, first circulating oil system.

The Company's Sales Mgr.

Harry L. White—no relation to the original White who founded the company—has been with Autocar almost 40 years. He joined the firm at the end of World War I, has served as a branch manager, a district manager and v-p of the Autocar Sales and Service Co. He's a member of the original steering committee of three which planned and organized the Pennsylvania Motor Truck Association.

portunity to talk with the people who labor with his "baby," with our engineers who can design something especially for him.

It may not be all coincidence that our increase in sales parallels our increase in plant visits by prospects and customers. Herman O. Staehling is typical of the salesmen who take advantage of plant visits to convert prospects to buyers, and single-truck buyers to fleet buyers. Staehling recently accompanied a few distributors with eight prospects through the plant. Six of those eight prospects have since placed orders for Autocars.

As Staehling, the man on the "firing line" puts it:

"Any salesman of any product can tell a prospect he can deliver what the prospect wants. In cases where nothing special is required, maybe he can. But cases in which Autocars are needed are the tough cases—off-highway jobs which must be done under adverse conditions. And the most exacting on-highway jobs, too. A prospect, even when you show him blueprints, may find it hard to believe you can build a truck to withstand such conditions. That is where the trip to the plant pays off. Autocar is always its own best salesman."

"In all my experience, I have never found a sales medium or approach that so favorably impresses a prospective buyer as a carefully conducted tour of our modern plant.

"In the plant, the visitor can see where and how the trucks are built. He can talk with the men who build them. He can ask any question on his mind and get the answer.

"While he is going through the factory, there are no distractions or interruptions as there might be if you were trying to sell him in his own office. You have his undivided attention.

"After the tour is over, you have the golden opportunity to discuss with him what he has witnessed in relation to his own requirements. He can sit down with our top engineers who can show him exactly what should go into a truck to give him the performance he needs."

Staehling has come to these conclusions after 40 years in the truck business, mostly in sales. Many of our other salesmen also know the effectiveness of the plant tour technique.

Currently, Autocar produces the types of trucks that represent 15% of the market. Our trucks start at 26,000 lbs. and go up to the 40-ton giants. About 85% of new Autocars are Diesel.

We are a division of The White Motor Co. that makes a line of trucks covering a broad market. Distribution of Autocar trucks is through White branches, distributors and dealers.

Sales Continue Up

Since White bought Autocar in 1953, sales have climbed, last year reaching the highest mark in Autocar peacetime history. Our former distributive channels were absorbed into White's at the time of purchase.

The entire White line, including Autocar, had a 7.1% increase of sales in 1956 over 1955. In the 26,000 lbs.-and-over class (Autocar's market), the company had a 2% increase for the first two months of 1957 over the same period last year.

"This increase does not reflect any big buying stimulus from Government road building, which hasn't been felt appreciably as yet," points out Karl A. Roesch, vice-president, The White Motor Co., and head of Autocar Division. "When these road building projects get under way, we have to be

IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"



*Department Stores place 54.1% of ALL their Los Angeles metropolitan newspaper advertising in The Times

(The Times is first in 94 of the 114 Media Records classifications.)

Nobody scrutinizes advertising results as sharply as department stores. In Los Angeles their newspaper findings are quickly told: The Times publishes more of their lineage than all others combined.

**LOS ANGELES
TIMES**

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit



Most spectacular increases in general advertising lineage, first quarter '57 over first quarter '56, were achieved by these two great Arizona newspapers, the morning Republic and the evening Gazette. No other papers in Media Records first 50 list approached these terrific lineage gains: 131,000 for the Republic, 132,000 for the Gazette.

LOOK AHEAD. Hitch your budget to a couple of guided missiles. You can't go wrong investing in the papers that cover, penetrate and influence Arizona, fastest growing state in income, bank deposits, manufacturing output, mineral production and value of farm products.

Phoenix REPUBLIC and Gazette

A member of the Metro Sunday Magazine Network

National Representatives: Kelly Smith Co.

ready for them. Right now it takes 60 days to make delivery, and 90 days on highly specialized jobs. However, when a contractor gets a Government contract, he wants trucks immediately. Thus, we have to anticipate needs—a hazardous business in high-cost equipment.

"In marketing trucks, we have three important elements to battle: time, weight and people. Time, because in highway building, for instance, every day represents dollars in interest payments by the contractor. Weight, because of state regulations and limits which put a premium on better truck-to-payload ratios. People, because of high labor costs which necessitate trucks being run longer and harder to make each driver more productive through bigger hauls in less time."

We make extravagant claims for our trucks. A plant visit seems to be one of the best ways to back up these claims.

Quality Trucks

We like to feel we make the Rolls Royce of trucks. "While we strive for weight reductions," Roesch points out, "it is through changes in materials, never elimination or weakening of parts." Right now aluminum is used for cabs, chassis cross members, transmission cases, axle hubs, fuel tanks and many other parts when weight is important—as it is in every state for on-highway use.

What surprises our prospects, when they visit the plant, is how we can custom-make a huge truck on an assembly line. Our assembly line, shortest in the industry and probably most modern, isn't an assembly line in its truest form. Seldom do two identical trucks follow each other on the line.

A big check list is made for each truck order. This includes type of engine, axles, transmission and hundreds of other parts our engineers have designed to meet the particular requirements of the buyer. It is duplicated for each department in the plant. A master copy goes right along with the truck from the time it starts out as two metal rails.

By following the check list, each department builds into the truck what the buyer requires. When the buyer is in the plant to watch his truck move along the assembly line, he can see how each part is carefully put into place.

There are few men in our plant with less than 15 years' experience with Autocar. They can explain—with genuine interest — what they are doing, and answer a visitor's ques-

tions. As they work, each man knows for whom he is building the truck and where it is going. Our men even recognize our biggest buyers because their trucks frequently come down the line.

As we push ahead with our plant visit program, 1957 looks good to us. We expect to beat 1956. We've added several models of two-axle trucks for earth moving.

One feature our plant visits must get across to prospects is that Autocar will never compromise with quality. Even minor details such as the method of joining wires to terminals get quality attention. When a prospect sees how carefully our terminals are soldered and sees rubber boots placed over them, he is impressed. He may recall when his \$20,000 truck was out of service for a day while somebody traced a short — an unlikely occurrence with our electrical system.

It will take time to develop plant visits as a fully-used sales tool. It will take time to get this story across to our field personnel. We know, however, that eventually more dealers and distributors will use our plant as a sales tool, and more and more sales will result.

The End

Fairchild Has Aspirin for 'Mumbo Jumbo' Headache

In recent years, financial mumbo-jumbo in company annual reports has been translated into words which the average shareholder can easily understand.

Now, technical mumbo-jumbo in these same reports is also being eliminated, at least by the Fairchild Camera and Instrument Corp.

For those shareholders who formerly struggled with such terms as "accelerometer," "magnetometer," "precision potentiometer," and "Shoran," Fairchild has performed a translation service in its latest report to stockholders.

Sherman M. Fairchild, founder and president of the corporation, believes this is the first time a glossary of engineering terms has been used in a report.

He said, "Our stockholders want and need to understand these products in which their money is invested. Naming the product is not enough. Our new glossary reduces the terms to things of common knowledge."

The idea for the glossary came from Dr. John S. Cunningham, Rochester, N. Y. You guessed it, he's a Fairchild stockholder!



Your cycle of protection is not complete unless accounts receivable are insured

When a shipment is made—title passes—and you create an account receivable. You are more certain of the end result—PROFIT—when you protect accounts receivable with Credit Insurance. That's why an increasing number of executives have decided that NO cycle of protection is complete unless capital invested in accounts receivable is insured by ACI. To learn more about Credit Insurance, call our office in your city, or write AMERICAN CREDIT INDEMNITY COMPANY of New York, Dept. 59, 300 St. Paul Place, Baltimore 2, Maryland.

Liquidity of capital is the prime responsibility of management.

Protect your working capital
invested in accounts receivable

with

**American
Credit
Insurance**

NSE's New Chairman: Glenn Fouché

National Sales Executives has just completed a decade of spectacular growth in size and influence since its last convention in Los Angeles. Next year NSE meets in Washington, D. C.

The 28 sales executives who joined SALES MANAGEMENT's president, Ray Bill, around a U-shaped table at the Waldorf-Astoria Hotel in New York City on October 17, 1935 were undaunted by the depression. They laid their plans well. That night these representatives of 11 existing sales managers clubs founded National Federation of Sales Executives, renamed, in 1949, National Sales Executives, Inc.

Twenty-one years and eight months later Ray Bill, vigorous and seemingly in the pink of condition, who labeled himself the "old guard of the old guard of NSE," spoke before 1,330 delegates to NSE International Distribution Conference in Los Angeles. At the closing lunch on June 7 he paid tribute to today's vigorous NSE leaders.

"Today," said Ray Bill, who was elected in 1936 as NFSE's first president, "the national voice of selling—NSE—has truly come of age."

Six days later, Ray Bill, age 61, became the second of NSE's 19 chief executives to die.

NSE, as it went into its 22nd year, took pride in retiring Chairman Tony Whan's 1956-57 year-end report, delivered June 7:

1. 27,600 members and 183 NSE clubs in the U. S. A.

2. 2,500 members and 30 clubs in 28 other countries.

3. A 1956-57 budget of \$800,000 and a staff of 41.

4. 1,330 participants (including 305 women) in its 1957 convention at the Biltmore Hotel in Los Angeles, topped only by the 1,400 at the 1955 convention in New York City.

5. An impressive number of NSE activities run by and for NSE clubs for the benefit of all people in selling:

- a. 53 conferences
- b. 82 clinics
- c. 97 sales rallies
- d. 85 Distinguished Salesman's ceremonies.

NSE, in its objectives, offers members no selfish economic gain. Rather, it strives "to bring to everyone an understanding of the basic issue before the world today—the issue of how

shall production be distributed. NSE endorses a dynamic system based on competition, profit and loss, and freedom of choice, which are the backbone of the economy."

Delegates to the June 4-7 convention chose as their new leaders, to take office July 1, executives who have come up from the ranks in NSE:

Chairman: Glenn Fouché, former NSE vice-chairman and vice-president, Parade Publications, Inc., Chicago.

Vice-Chairman: Walter H. Johnson, Jr., vice-president in charge of sales, American Airlines, Inc., New York City (re-elected).

Vice-Chairman: Frank Heller, senior regional sales manager Remington Rand Division, Sperry Rand Corp., Dallas (re-elected).

Vice-Chairman: Fred Emerson, vice-president and general manager, Spartan Saw Works, Inc., Springfield, Mass. (promoted from treasurer).

Vice-Chairman, International: Elmer R. Kreuger, president, Paper Art Co., Indianapolis, Ind. (re-elected).

Vice-Chairman, Canada: Ken Hopkins, manager and director, Rapid Grip & Batten, Ltd., Toronto, Ontario (promoted from regional director).

Recipients of NSE's 1957 Awards

The cup—symbol of both "The Raymond Bill" and the "Sales Management Magazine" Awards—was presented by NSE's first president, Ray Bill, in his last public appearance, at the closing session of the National Sales Executives, Inc., convention in Los Angeles, June 7.

"The Raymond Bill" Award is given by NSE's judges "to the club with more than 75 members which, in the opinion of the judges, has shown evidence of contributing the most to the advancement of salesmen and of sales management as a science through any one particular club activity." The winner:

Sales Executives Club of the Columbus (Ohio) Chamber of Commerce. The cup was accepted by Melvin E. Tharp, vice-president of the Columbus club. Tharp is advertising director of The Columbus Dispatch.

The "Sales Management Magazine" Award is given "to the club with 75 members or less which, in the opinion of the judges, has shown evidence of contributing the most to the advancement of salesmen and sales management as a science through one par-

ticular club activity." The winner: Fort Lauderdale Sales Executives Club. The cup was accepted by Robert W. Rickenbrode, incoming president of the club. Rickenbrode is regional sales manager, Nutrilite Food Supplement.

The following NSE awards to individuals were presented:

Management Man of the Year Award to Don G. Mitchell, president and chairman, Sylvania Electric Products, Inc., "for outstanding service in applying the principles of salesmanship and marketing to business management."

Business Woman of the Year Award to Mrs. Brownie Humphrey Wise "who, by her inspiration and guidance, has made a signal contribution to the principles of scientific marketing."

Canadian Businessman of the Year Award to A. E. Grauer, president, British Columbia Electric Co., Inc., "for his distinguished leadership service and achievements."

Mexican Businessman of the Year Award to Emilio Azcarraga, Minnesota Manufacturera de Mexico "for his distinguished leadership service and achievements."

Vice-Chairman, Germany: Oskar K. M. Meuschel, director, Frankfurter Allianz, and vice-president, Verkaufsleiterclub, Rhein-Main.

Treasurer: Ray T. Crowell, president, Rowe Products, Inc., Niagara Falls, N. Y. (promoted from Director of Service Clubs).

Directors of Service:

for the Clubs: W. Grant Jahncke, sales manager, Jahncke Service, Inc., New Orleans.

for the Corporations: Robert E. Johnson, vice-president and assistant to the president, United Air Lines, Inc., Chicago.

for the Sales Executives: Jack C. Luhn, president, The Easterling Co., Chicago.

for the Salesman: Clark Simpkins, president, Clark Simpkins, Ltd., Vancouver, B. C.

for the Public: Will A. Foster, vice-president, The Borden Cheese Co.

for the Educator: Clifton W. Jacobs, assistant vice-president and director of sales, Liberty Mutual Insurance Co., Boston.

for the Government: H. Sherwood Flather, director of sales, Bureau of National Affairs, Washington, D. C.
for the Distribution Council: Al N. Seares, vice-president, Remington Rand Division, Sperry Rand Corp., New York City.

The new officers take over an organization that has shown amazing growth since it met 10 years ago in Los Angeles, chose its first full-time paid president as administrative head, and two years later took the name, National Sales Executive, Inc.

The 10-year record shows:

Members	1946-47	1956-57
USA-Canada	6,349	27,600
Int'l	180	2,500
Assoc.	5	310
Total	6,534	30,410
Clubs		
USA-Canada	54	183
Int'l	4	30
Total	58	213
Revenue	\$65,530	\$800,000

Present and proposed NSE administrative procedures are now under intensive study by a new Long-Range Planning Committee.

One of the special NSE board actions will be selection of a new chief administrative officer to succeed President Robert A. Whitney, who resigned June 30 to enter business.

Chairman Whan, senior vice-president, Pacific Outdoor Advertising Co., Los Angeles, announcing Whitney's resignation, pointed out:

"During Bob Whitney's tenure of office, NSE membership has increased fivefold. Under his dynamic leadership NSE instigated numerous new education, research, promotion, and professional projects which have won the acclaim of business and government leaders throughout the world."

The NSE chairman presented Whitney with a scroll testimonial at the closing business session of the International Distribution Conference.

Next year, National Sales Executives will meet May 19-21 in Washington, D. C., at the ParkSheraton Hotel.

The End

Certified Professional Salesman scroll to Dr. Kenneth McFarland "who throughout the year and years has both exemplified and put into practice the spirit of confident selling which has made individual initiative and competitive enterprise a great and growing force."

Business Statesman of the Year Award to Stanley C. Allyn, president, National Cash Register Co. "whose philosophy and example have been a source of inspiration to all in the profession of salesmanship and management."

Supersalesman of the Year Award to the master of ceremonies of NBC-TV's Queen for a Day program, Jack Bailey, as "the one in the field of entertainment who has done the most during the year for the sale of nationally advertised products."

Plaque: "Presented to Tony Whan for distinguished service and leadership as chairman."

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131,420 TV HOMES* IN THE JOPLIN MARKET
Larger than Duluth, Phoenix, Ft. Wayne
\$776,919,000 Buying Income; 669,800 Total Population

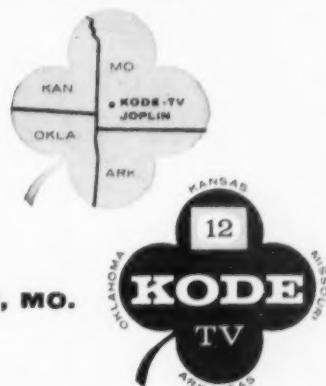
*NOW 28% HIGHER TOWER - HIGHEST IN 4-STATE COVERAGE AREA
*NOW 29% MORE POWER - 71,000 WATTS MORE THAN ANY OTHER STATION IN THE AREA
*NOW COVERS 131,420 TV HOMES IN JOPLIN MARKET - AN ALL-TIME HIGH
*Television Magazine Set Count, March, 1957

You'll have more luck with **KODE-TV-JOPLIN, MO.**

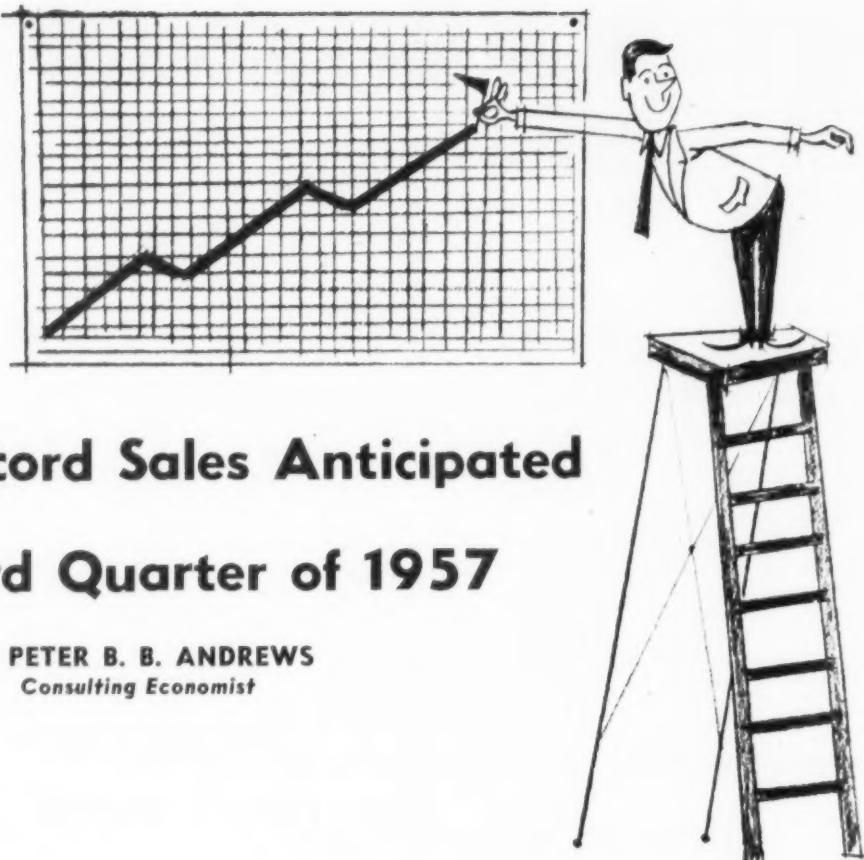
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Further Record Sales Anticipated For Third Quarter of 1957

By PETER B. B. ANDREWS
Consulting Economist

A level of retail sales in the third quarter of 1957 surpassing all records is visualized by the Board of Analysts of Future Sales Ratings. Consensus indicates a gain of 4% over the third quarter of 1956, despite the fact that a high record was established in that period last year. Many of the board's views indicate that a confident, all-out selling effort, supplemented by greater promotional advertising, could result in a larger gain than 4%, while a tendency to pull in horns would fuel recession psychology.

Generally, a strong foundation indicates successful sales activity. Record-breaking population, employment, wages, liquid asset strength and margin over debts, and public confidence in the future point to an unprecedented buying potential.

Reflecting optimism, most of the 112 industries listed on the opposite page have ratings of four stars or better, showing a very good relative outlook. The summer consensus of this 307-man group of economists and marketing men, based on reanalysis of these industries' sales potentials, shows a wide variety of changes, as indicated by the up-or-down-pointing arrows alongside the ratings. Emphatically, an unfavorable interpreta-

tion is not implied in the down-arrow symbols; the decreasing rating largely reflects the rising comparative base of sales, which makes large gains in comparisons of 1957 with 1956 more difficult to achieve.

Bases for high ratings . . . Despite the fact that retail sales in the aggregate have broken all highs, liquid assets of consumers have climbed to new heights. Latest figures indicate that individuals in the United States own \$460 billion of such financial assets as cash, bank deposits, saving and loan shares, insurance and government securities. It is significant, too, that in addition they own about \$342 billion worth of corporate bonds and stocks, creating a sum total of \$802 billion, a big new record high. Against these assets, individual mortgages and consumer debt approximate \$133 billion.

The volatility of consumer installment credit in the past was to some extent related to its rapid growth. Because of economic and social factors likely to affect the future of installment credit, its growth is expected to be at a slower pace than in the past.

Consumer debt rose from \$17.9 billion in 1950 to \$37 billion at the

beginning of 1957, and mortgage debt from \$37.6 billion in 1950 to \$89.7 billion at the beginning of 1957, but assets grew substantially, too. For example, currency and bank deposits went from \$130.7 billion in 1950 to \$163.5 billion at the beginning of 1957, and financial assets in savings and loan associations went from \$13.9 billion to \$37 billion in the comparable years.

Disposable personal income is growing impressively, now exceeding \$300 billion annual rate, up about \$15 billion over the total a year ago. To highlight this fact, it might be noted that total retail sales of the entire country for 1957 are estimated at about \$200 billion. Liquid assets are four times these retail sales, and disposable personal income \$100 billion above them.

Despite some pessimistic talk this year, more and more capital is going into plant and equipment expansion. These expenditures should exceed \$37 billion this year, a strong new high compared with \$35 billion in 1956, the old record. This means more productive capacity, more goods to sell, more record-breaking sales potentials.

In this connection, the trend of net working capital of American corpora-

FUTURE SALES RATINGS...for July 5, 1957

In the 112 industry table below, the sales prospect rating has just been raised when the arrow ↑ next to the ★ points up. The arrow ↓ pointing down means the rating has just been decreased. All other ratings are unchanged from the previous quarter.

How to Read the Table:

Key to Relative Size Ratings

(By Industry sales volume)

- A—\$10 Billion and Over
- B—\$7 Billion to \$10 Billion
- C—\$4 Billion to \$7 Billion
- D—\$2 Billion to \$4 Billion
- E—\$1 Billion to \$2 Billion
- F—One-Half Billion to \$1 Billion
- G—Under a Half-Billion Dollars

Key to Sales Prospect Ratings

(All ratings are relative to the median (★★★), which indicates approximately no change in relation to the corresponding period of the preceding year.)

- ★★★★★—Best Relative Outlook
- ★★★★—Very Good Relative Outlook
- ★★★—Good (Medium) Relative Outlook
- ★★—Fair Relative Outlook
- ★—Least Impressive Relative Outlook

	Relative Size Rating (See Above Key)	Sales Prospect Rating for 3rd Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)		Relative Size Rating (See Above Key)	Sales Prospect Rating for 3rd Qtr. (See Above Key)	Sales Prospect Rating for Next 12 Mos. (See Above Key)
Advertising	A	★★★★★	★★★★★	Luggage	G	★★★★	★★★★
Air Conditioning	E	★★★★★	★★★★★	Lumber & Wood Products	A	★★★★	★★★★
Air Transportation	E	★★★★★	★★★★★	Machine Tools	F	★★★	★★★★
Aircraft Sales	C	★★★★★	★★★★★	Machinery (Agric.)	E	★★★★★	★★★★★
Atomic Energy	G	★★★★★	★★★★★	Machinery (Ind'l.)	B	★★★★★	★★★★★
Auto Sales (New)	A	★★★★★	★★★★★	Materials Handling	D	★★★★★	★★★★★
Auto Sales (Used)	E	★★★★★	★★★★★	Meats	C	★★★★★	★★★★★
Auto Service & Parts	B	★★★★★	★★★★★	Medical and Dental Care	C	★★★★★	★★★★★
Auto Tires	E	★★★★★	★★★★★	Metal Containers	E	★★★★	★★★★
Baking	B	★★★★★	★★★★★	Metals (Non-Ferrous)	E	★★★	★★★★
Banks (Revenue)	D	★★★★★	★★★★★	Motion Pictures	G	★★★★	★★★★
Beer	E	★★★★★	★★★★★	Musical Instruments	G	★★★★	★★★★
Building (Heavy)	C	★★★★★	★★★★★	Office Equipment	E	★★★★	★★★★
Building (Residential)	A	★★★★★	★★★★★	Oil Burners	C	★★★★	★★★★
Candy & Chewing Gum	C	★★★★★	★★★★★	Oil (Cooking)	C	★★★★	★★★★
Canned Fruits & Veggies	E	★★★★★	★★★★★	Oil Equipment	G	★★★★	★★★★
Cereals	G	★★★★★	★★★★★	Packaging & Containers	E	★★★★	★★★★
Chemicals	E	★★★★★	★★★★★	Paint	E	★★★★	★★★★
Cigarettes	A	★★★★★	★★★★★	Paper & Products	C	★★★★	★★★★
Cigars	G	★★★★★	★★★★★	Personal Care	C	★★★★★	★★★★★
Clothing (Men's, Women's & Children's)	A	★★★★★	★★★★★	Photographic Supplies	G	★★★★★	★★★★★
Coal (Anthracite)	F	★	★	Plastics	E	★★★★★	★★★★★
Coal (Bituminous)	D	★★★★★	★★★★★	Plumbing & Heating	F	★★★	★★★★
Coin Machine Sales	D	★★★★★	★★★★★	Printing & Publishing Equip.	D	★★★★★	★★★★★
Commercial Printing	E	★★★★★	★★★★★	Radios	D	★★★★★	★★★★★
Cosmetics	E	★★★★★	★★★★★	Railroad Equipment	B	★★★★★	★★★★★
Cotton Textiles	E	★★★★★	★★★★★	Railroads	B	★★★★★	★★★★★
Dairy Products	A	★★★★★	★★★★★	Refrigerators	E	★★★★	★★★★
Department Stores	D	★★★★★	★★★★★	Restaurants & Bars	A	★★★★	★★★★
Diesel Engines	A	★★★★★	★★★★★	Restaurant Equipment	E	★★★★★	★★★★★
Dinnerware	A	★★★★★	★★★★★	Rubber Products	D	★★★★	★★★★
Drugs & Medicines	G	★★★★★	★★★★★	Security Financing	F	★★★★★	★★★★★
Dry Cleaning	E	★★★★★	★★★★★	Shipbuilding	F	★★★★★	★★★★★
Education	F	★★★★★	★★★★★	Shoes	G	★★★	★★★★
Electrical Eq. (Industrial)	C	★★★★★	★★★★★	Silk Textiles	G	★★★★	★★★★
Electrical Eq. (Consumer)	D	★★★★★	★★★★★	Silverware	F	★★★★	★★★★
Exports	A	★★★★★	★★★★★	Soap	F	★★★★	★★★★
Farming	A	★★★★★	★★★★★	Soft Drinks	C	★★★★★	★★★★★
Flour	A	★★★★★	★★★★★	Sports & Sporting Goods	A	★★★★★	★★★★★
Food Processing	D	★★★★★	★★★★★	Steel & Iron	E	★★★★	★★★★
Furs	A	★★★★★	★★★★★	Sugar	E	★★★★	★★★★
Gasoline & Oil	G	★★★★★	★★★★★	Surgical Equipment	E	★★★★	★★★★
Glass & Materials	E	★★★★★	★★★★★	Synthetic Textiles	E	★★★★	★★★★
Government Procurement	E	★★★★★	★★★★★	Television	E	★★★	★★★★
Groceries	A	★★★★★	★★★★★	Toothpaste & Mouthwashes	E	★★★★	★★★★
Hardware	D	★★★★★	★★★★★	Toys & Games	G	★★★★★	★★★★★
Hotels	D	★★★★★	★★★★★	Trailers (Auto)	G	★★★★	★★★★
House Furnishings, Floor Coverings, Furniture, etc.	B	★★★★★	★★★★★	Travel & Vacations	A	★★★★★	★★★★★
Household Products (Misc.)	C	★★★★★	★★★★★	Travel Overseas	D	★★★★	★★★★
Imports	C	★★★★★	★★★★★	Trucks	D	★★★★	★★★★
Instalment Financing	C	★★★★★	★★★★★	Utilities	C	★★★★	★★★★
Insurance	A	★★★★★	★★★★★	Utilities (Gas)	D	★★★★	★★★★
Jewelry & Watches	E	★★★★★	★★★★★	Utilities (Telephone)	G	★★★	★★★★
Laundries	F	★★★	★★★	Vacuum Cleaners	G	★★★	★★★
Liquor (Alcoholic)	C	★★★★★	★★★★★	Washers (Household)	F	★★★	★★★★
				Woolens & Worsted	D	★★★★	★★★★

Note: Future Sales Ratings are especially copyrighted by SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N.Y.

tions also is stimulating. It indicates ability to finance expansion and new, appealing products, as well as the ability to promote these products and further upgrade American living standards. Net working capital of U. S. corporations approximates \$113 billion, compared with \$106 billion a year ago and \$81.6 billion in 1950. Cash alone surpasses \$50 billion, while total current assets of \$210 billion are more than double current liabilities.

This large quick-asset position, as in the case of individuals, should be convertible into sales through extensive and astute advertising and selling. The big market potential and keen competition will bring advertising expenditures this year well over \$10 billion, a gain of at least 7% over the previous high record of 1956.

More families are making more spendable money than ever before, and the constant urge of the consumer to trade up as to quality fits in with the manufacturer's plans for keener selling and advertising themes that correspond to the buying and living trends of the day.

Though home building is definitely a weak spot in the economy, its depressing effects will be more than offset by higher building generally. A record total of about \$47 billion is likely to be spent in construction generally in 1957, or about 7% more than the 1956 previous record total and not far from twice the total of \$28 billion in 1950. At any rate, great pressure is on now by the housing, automotive and other durable goods industries to have the Government ease money rates, and it is believed that the peak of the tight money squeeze has been seen.

Our huge, expanding *market of people* is a strong plus point. The birth rate is well maintained, and a decreasing death rate reflects progress of the chemical and medical professions in developing more effective medicines and treatment. By the end of this year the nation's total population will be about 173 million, compared with 169,661,000 at the beginning of this year. This is the equivalent of adding another state of Florida to our big national market. The gain since 1950, when population totaled 151.1 million, is like adding another New York State and Texas to the national market!

After a number of lean years, the farmer, too, is enjoying larger income and higher purchasing power. This is reflected in the best sales of farm equipment for some years, with inventories low generally and immediate prospects bright. Farm income this year is expected to aggregate about 5% higher than in 1956.

Generally business is expanding for a high-level economy ahead. Both plant expansions and heavy advertising investments indicate this. Among the many impressive stimuli not mentioned in preceding paragraphs are the expected further sharp growth of shopping centers in the suburbs, increased spending by local, municipal, state and federal governments, and the enormous unfilled needs for new highways, schools, libraries, churches, hospitals, homes, sanitary and sewage systems, recreational facilities and related items representing the pressing wants of a dynamically expanding population.

On the other side of the scale, bases for pessimism include:

Inflationary pressures continue in the U. S. and abroad, tending to make interest rates rise, squeezing fixed-income people and cutting the demand for some kinds of goods. There is a constant battle to escape the squeezes on profit margins, buying power and credit supply.

Tight money rates have restricted most of the durable goods industries, including autos, housing and home equipment. They have also caused postponement of some expansion plans. A broad easing of money is not indicated soon, though some industries will be helped individually, like housing, where down payments will be lowered and financing made easier.

Although the rate of growth in consumer debt has slowed down, private debt is generally considered high. Some feel that any business letdown and unemployment would cause payment difficulty.

Both favorable and unfavorable is the fact that liquid savings by individuals last year—at \$16.8 billion—were the largest since 1945. While some of this bears promise as future buying power, it also represents caution, which might be dispelled by the appeal of attractive new products and persuasive selling.

Despite increased needs of a fast-growing national market, inventories are considered excessive by some. The strong tactics of discount houses and the difficulties of many downtown stores reflect intensified competition. Failures are increasing.

Taxes continue high, and there is no promise of a substantial reduction in the early future.

Some businessmen are doubtful about expanding when plant capacity already is high. About a quarter of a trillion dollars has been spent for new plants and equipment in the last 10 years. Some of the obsolete capacity competitive with this is unprofitable to operate, with net deficits the result.

Why Ratings Rose . . .

Banks (Revenue):

The high interest rate structure benefits banks, since it enables them to make more profitable loans to business and the public, while bonds in which they may invest are at the highest yields in many years. The near and long term ratings each are advanced one, making the new ratings 5 stars.

Exports:

This industry is one of the strong elements in the current economy, as world interest in our advanced products for both industry and consumer increases. Large sales of our agricultural surpluses brighten this picture also. Rise of one star each in near and long term bring the new ratings to 5 stars each.

Imports:

Here too the picture is favorable: Our big, active economy needs many imported base materials, and many countries with their improving production are able to sell their goods profitably in this country. Best example is foreign cars, now reaching new high sales here. Up one star for near and long terms makes new ratings 5 stars each.

Radios:

Recovery in radio sales has been set off by transistors which make possible the production of smaller, personal sets. Radio sales for autos also are likely to be higher than last year. Increase in near and long term ratings of one star makes new ratings five stars.

Silk Textiles:

Silk has regained a substantial market in fine neckties, scarves and other quality apparel. Improved outlook brings gain of one star in the near and long term ratings, making them 2 stars.

Why Ratings Decreased . . .

Reduced ratings are indicated by the down-pointing arrows on the tabulation page of Future Sales Ratings. These include: aircraft sales, beer, building (residential), chemicals, cigars, coal, dinnerware, electrical equipment, laundries, machine tools, motion pictures, paint, rubber products, steel and iron, television, utilities, vacuum cleaners and washers.

These decreases are explainable uniformly in each instance and should not be viewed as pessimistic signs. The comparative records of these industries in the preceding year are so high as to make it more difficult now to attain great sales gains over them.

The End

Hospital, Pottstown, Pennsylvania — Architects: Vincent G. King. Photographer: Lawrence S. Williams.



General Motors Technical Center, Detroit, Mich. — Architects: Eero Saarinen & Associates — Photographer: Hedrich-Blessing

Creating an environment

The architectural firms of the United States are constantly at work creating a better environment in which we can live. To do this they use the tools provided by manufacturers of building products, materials and equipment.

PROGRESSIVE ARCHITECTURE is constantly at work creating a better advertising environment for these products. Offering the world's largest and most interested architectural circulation, P/A is the indispensable medium for the manufacturer who wants his product specified.

Progressive Architecture means Productive Advertising

A Reinhold Publication

PROGRESSIVE ARCHITECTURE

430 Park Ave., New York 22, N. Y.





Where Do Great Ideas Come From?

From its beginnings this nation has been guided by great ideas.

The men who hammered out the Constitution and the Bill of Rights were thinkers—men of vision—the best educated men of their day. And every major advance in our civilization since that time has come from minds *equipped by education* to create great ideas and put them into action.

So, at the very core of our progress is the college classroom. It is there that the imagination of young men and women gains the intellectual discipline that turns it to useful thinking. It is there that the great ideas of the future will be born.

That is why the present tasks of our colleges and universities are of vital concern to *every*

American. These institutions are doing their utmost to raise their teaching standards, to meet the steadily rising pressure for enrollment, and provide the healthy educational climate in which great ideas may flourish.

They need the help of all who love freedom, all who hope for continued progress in science, in statesmanship, in the better things of life. And they need it *now!*

If you want to know what the college crisis means to you, write for a free booklet to: HIGHER EDUCATION, Box 36, Times Square Station, New York 36, N.Y.



Sponsored as a public service, in cooperation with the Council for Financial Aid to Education

Tools for Selling

What can one distiller say about whiskey that's different from what other distillers say about their products? Not much! But Seagram stimulates sales through imagination.

Seagram's Keenest Sales Tools Are Its Merchandising Methods

Victor A. Fischel, president, House of Seagram, Inc.—comprising Seagram, Calvert, Four Roses and General Wine & Spirits Companies—is exerting the full promotional strength of the nation's largest distiller in a campaign against private labels. In a recent speech to California marketers he accused the "off brands" of whittling away distilled spirits retailers' and wholesalers' profits at a growing rate.

Pointing to the immense brand-name investment of the nation's distillers, he cites particularly the Seagram companies' annual advertising budget of well over \$30 million. In contrast to the full mark-up on national brands, he maintains, business in private labels is done at the break-even point or below it and few retailers can sell them in sufficient volume to make up for the decreased profits. But the price differential between private labels and national brands makes the former a growing threat. Seagram's answer to the problem: *increased emphasis on advertising and sales promotion for all its brands.*

The advertising and promotional functions are the separate responsibilities of George Mosley, Seagram v-p; Phil Kelly, Calvert v-p; Brad Houghton, Four Roses ad manager; and Jon Sobotka, General Wine & Spirits ad manager.

Seagram-Distillers Company's approach to its merchandising is typically "carriage trade." Equally dedicated to merchandising its advertising in prestige fashion, Calvert adds an educational emphasis in many of its activities. Four Roses' merchandising efforts have often been marked by a combination of the traditional and the experimental. General Wine & Spirits has blazed new merchandising

trails in the growing vodka and import markets.

Typical of the method in which the four companies live their brand philosophy is their approach to the merchandising problems faced by every brand marketer.

1. Why merchandise the advertising?

This question was raised for the benefit of Seagram's and its distributors' salesmen in a recent issue of *The Seagram Spotlight*, a glossy bi-monthly edited for salesmen and distributors of Seagram name brands. The explanation: "The retailer has become insulated against all advertising appeals because of the weight and confusion of the competitive clamor. Everything else being equal, the brand which will benefit most from its advertising expenditure is the brand whose sales organization does the best selling job to the retailer on behalf

of that advertising . . . The idea is not to impress the retailer with the amount of money being spent, it is to demonstrate how our advertising can benefit him."

2. Advertising's meaning to salesmen.

This area has long been a strong point of each company's operation. Beyond a general interest in national coverage, the salesman basically wants to know how he is going to be helped in his own territory. The answer is an integrated flow of bulletins.

For example, the Seagram head office in New York's Chrysler Building devotes its bulletins to essential information relating to products, company policies and sales programs and pertinent national statistics. Regional benefits of advertising and other specific area matters are frequently dealt with in detail in each Seagram division manager's own mailings. Both



sources see to it that material is not sent in such quantities as to swamp salesmen.

3. Merchandising Tools. Brochures are prepared for sales representatives. To illustrate each season's ad campaign to retailers, Eugene Feen, Seagram copy director, creates presentations in full color on heavy clay-coated stock. These glamorous show-pieces utilize magazine ad plates in many instances but reproductions of newspaper insertions are usually scaled down so that each brochure page accommodates four newspaper

ads plus explanatory text and date of appearance.

4. Supporting devices. In addition to the beauty of its brochures and the important campaign news they carry, Seagram utilizes a third factor to hold the retailer's interest. ("Something for him to do.")

A recent presentation incorporated cardboard dials affixed with paper rivets. These permitted the retailer to dial the brand he would prefer to handle if he were selling cars, watches or TV sets. Feen gambled on the retailer selecting Buick, Bulova and

RCA from among brands with less currency and stature. Subsequent pages reasoned that the same business acumen that dictated these choices points to Seagram brands as the "most promotable" in their field.

5. Advance information. So that advertising will never take the salesmen by surprise, Seagram, for example, prepares its merchandising brochures almost as soon as the ad plates are available. For almost two months salesmen have had the current presentation illustrating the further adventures of the mammoth glasses found on the beach in July insertions.

YOU CAN AFFORD A GOOD BUSINESS FILM



if you produce it yourself!

YOU CAN EASILY produce a hard-hitting sales film at a *fraction* of "package" costs by dealing *directly* with the technical agencies of film production. You don't need movie-making experience. *We* supply the know-how—*we* do all technical work. You get a smooth, *professional* product. Companies big and small the world over are cutting film costs with this proven formula. You can, too.



SEND FOR FREE BOOKLET . . .

"How to Make Low Cost Business Films."

No obligation, no high-pressure follow-up.

TELEFILM

INCORPORATED

Licensee of Capital Records music library

6039 Hollywood Blvd., Hollywood 28, California

a leading 16mm motion picture
technical service since 1938

6. Preparation of advertising. Picture stories in *Spotlight* equip Seagram's and its distributors' representatives with an impressive behind-the-scenes knowledge of advertising procedures. A recent article detailed the intricate financial negotiations and studio set-ups that preceded preparation of a "Sure as gold" ad showing 7 Crown and two gold bricks worth \$35,000.

7. Retailer Education. House of Seagram companies have always displayed a strong interest in trade assistance programs as a powerful force building an atmosphere of good will for brands and salesmen. To its steady efforts to merchandise its advertising and promotion support for the salesman and retailer, Calvert has recently added a correspondence program for tavern owners. Researched by the well-known sales training firm of TradeWays, Inc., the course includes 10 units distributed monthly by Calvert-Carstairs representatives. Twenty thousand tavern men are currently studying such fundamentals as proper bar service, cost accounting, renovation, holding old patrons, and attracting new customers through promotion. Objective of the program, as described by Kelly, is simply "to help American tavern men build a bigger, stronger business."

8. Testing advertising. To show how new campaigns will produce, the Calvert house organ, *Cases*, for example, often carries news of how Calvert-Carstairs advertising is being tested.

9. Handling of inquiries. Carstairs consumer offers of such items as a framed, official looking Carstairs Private Bar License for hanging in a home bar give salesmen something else to talk about. Headquarters bulletins acquaint every salesman with the functioning of the inquiry-handling department so that he will have pride and confidence in its efficiency.

10. Others' opinions of the advertising. Awards, readers' and other publications' comments and even retailer views on advertising all find their way back to the individual companies. Calvert headquarters, for one, looks back through the binoculars and formulates its own opinion of its critics. A recent result was cutting the number of window displays in favor of more permanent materials. "A display is only as good as the retailer behind it," says Kelly. "We are not interested in decorating a retailer's window just because he wants it washed. Our competitors can do that, and I hope they have fun. We have substituted such permanent display material as plaques and signs that will keep on selling."

11. Merchandising the promotion. Calvert's extensive switch from cardboard to more permanent material was described by Kelly in a Sales Executives Club speech as a "difficult change to sell the sales organization. They like to have something to deliver each time they call. There was the usual hue and cry about getting in trouble by giving something to one retailer and not another." Kelly's response was to persuade salesmen that "that is the kind of trouble we like. If any retailer likes our material well enough to complain loudly about not getting it, he'll value a sign or display all the more when he does receive it."

12. Varying the theme. The companies adhere strictly to the tradition of building advertising and promotional materials around their trademarks, but they have developed an infinite variety of approaches to this theme. Even some of the specific campaigns, such as Four Roses' summer Ice Cake Campaign, and Christmas Egg Nog Campaign, have developed into traditions over the years. It has become necessary, therefore, to alter each year's approach sufficiently to provide fresh interest.

13. Reasons for selecting each medium. To equip salesmen to justify the advertising department's media decisions, Four Roses has used such devices as a post card with this message: "The 2c post card has been considered an effective way of reaching consumer prospects at low cost . . . It is interesting to remind ourselves that our big, full-color magazine pages actually reach many more homes — penny-for-penny — than we could ever reach with post cards." A specific cost comparison followed.

14. Media's coverage. Another Four Roses practice has been to mail out

telephone book tearsheets to salesmen with this message from the advertising manager: "I'm attaching a page from my phone book to make a simple point . . . Suppose you were to sit down, dial every number in your phone book and say some nice things to the householder about Four Roses and Paul Jones. Would it help your sales? Sure, but it would take weeks or even months . . ." Media circulation data followed.

15. Reasons for current theme. Each company tells its salesmen its reasons for selecting advertising themes. An "open letter to salesmen" mimeographed in "strictly business" style gave Four Roses representatives the facts and figures underlying Four Roses' decision to repeat for the 15th summer the theme of four roses frozen in a cake of ice. The accompanying, retailer-slanted literature used elaborate art and textual preparations. The story of the four roses that were once displayed in real ice and are now embedded in crystalline acetate was issued in editions tailored to different areas. In some markets Four Roses is a spirit blend, in others a blend of straight bourbons. Art had to depict the right label in each case. Again, Four Roses Gin represented by white roses in acetate does not quite have 100% national distribution.

16. Charting new courses. An eminently successful marketer of such diverse specialties as de luxe scotch whisky and imported rums, General Wine & Spirits, in plotting the marketing course for Wolfschmidt Vodka, determined to take a striking advertising and promotional approach on a scale unmatched even by the market leaders. Once again the objective was to build an overwhelming consumer franchise rather than to buy market position through deals and discounts. The brand has been supported by off-beat advertising campaigns and a promotion program built around a pair of Russian Wolfhounds.

With each of its divisions operating independently and directing its own advertising and promotional departments, House of Seagram management feels that it obtains the most effective and intensive merchandising penetration attainable. Each company's goals are the same and the ground rules within the company's overall sales philosophy are carefully observed, but all roads lead to Rome and the only stipulation imposed on the advertising and promotional departments of the various House of Seagram companies is that they use the high roads only.

The End

IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"



* Perfumes &
Cosmetics
Advertisers
place 41%
of ALL their
Los Angeles
metropolitan
newspaper
lineage in
The Times

Perfumes or plumbing fixtures, cosmetics or cars, Los Angeles is the big marketplace of the West. Here, circulation dominance, civic leadership, public esteem make The Times the principal influence for sales.

LOS ANGELES
TIMES

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

When the
"Signs" are Right...

**YOU
GET RESULTS!**



Signs by Texlite get results because they are designed right to deliver maximum sales punch... they are built right to give long service with minimum maintenance... their quality reflects the pride you have in your own product or service. Select your own sign material: porcelain enamel or plastic or combinations of the two. Or consult with Texlite's experienced design staff for sign designs that do the best selling job for you.



See how
others have
used signs
by TEXLITE
to gain sales
objectives . .

This 20-page, beautiful full-color booklet shows 101 signs built for some of the nation's most sales-minded companies.

Request your free copy on company letterhead.



Builders of Quality Signs Since 1879

3309 MANOR WAY • DALLAS, TEXAS
Offices in Principal Cities

Mail Promotion

By JANET GIBBS

*Sales Promotion and
Direct Mail Counsel*

Sales Sparklers

IT'S BEEN A LONG, LONG TIME NO SEE is the headline on a "business greeting card"—one of a series sold-by-mail by Atlantic Advertising in Atlantic City, N. J. Light copy and cartoon-type illustrations feature a series of messages designed to help you maintain contact with your customers in between personal sales calls. Far too often the pressures of business make you overlook the use of courtesy letters. The progressive greeting card industry has come to your aid by entering the business field.

For example:

You'll find greeting cards that say "thank you" or "where have you been, we've missed you so." It's a smart businessman who lets his customers know they've been missed when there is a break in the buying cycle. Don't take customers for granted—or they may slip away from you almost without being noticed. After all, customers are your most important business asset. And the mails can play an important part in holding them.

YOU'RE ON THE TEAM is the name of Eastman Kodak's direct mail training film, produced to help teach its own employees bulk mailing procedures. You can borrow it without cost. It's available to large mailers interested in the equipment and methods developed over the years as a result of work simplification studies. It is a good example of how to use motion pictures in personnel training. Write to Non-Theatrical Films Div., Eastman Kodak Co., Rochester 4, N.Y.

A ONE SHOT-SHAVER is the imaginative device used by Will Rusch of McCulloch Motors, Los Angeles, to sell chain saws. Looks like a match folder. The outside cover carries advertising on both sides. Inside is a small plastic bag containing shaving cream and an ejector-type razor blade on a plastic holder. I'd hate to see you try removing your five o'clock shadow with it—but you might try it on a hairline mustache! Despite the fact that the razor has no connection with chain saws, it's novel enough to prove a real attention-getter for McCulloch.

THE HUMAN BRAIN IS NOT OBSOLETE is the title of a recent issue of the Royal Bank of Canada Monthly Letter. You'll find it worth-while to try to get on the mailing list for these letters (distributed from bank headquarters in Montreal). I've enjoyed reading them for about four years. They represent the finest kind of institutional advertising plus outstanding writing on interesting subjects. Shows what can be done with good copy. There's no talking down to the reader—as so many advertisers think they must do. The

customer or prospect is assumed to be intelligent and interested in a wide range of subjects. You'll want to study and save these letters. Format is low cost: a simple four-page offset job, 8½" x 11", on white paper with blue masthead and black type. Loaded with interesting copy and no pictures—proof that it's not just "short" copy and attractive photos that make for successful direct mail.

SPORTS ILLUSTRATED took no "sporting chance" when it set out to get a subscription from M. E. Shank of Dobeckmun Co., Cleveland. He says it was "amusing" to receive four copies of the same letter on the same day. It may have been—but it was costly too. One of two things probably happened: Either the addressing machine jammed at one point and four impressions of Mr. Shank's address slipped through unnoticed, or a poor scheduling job was done on the use of outside mailing lists. Large mailers rent outside lists. Since these are compiled on the basis of known characteristics that make up the ideal prospect, very often lists from different sources will contain the same name. The only protection the mailer has—when using lists of a similar nature—is to schedule the mailing dates carefully, allowing for a lapse of time between mailings. No harm is done when copies of the same letter are received weeks apart. Indeed, there is plus advertising value in its repeated use.

"HOW MANY INQUIRIES CAN I GET?" Every time a prospect or a client asks that question I wish I'd taken up crystal gazing as a sideline. I give everyone the same answer . . . it's up to you. You control the inquiries—for the offer you make, the mailing lists you use will determine the percentage of response. However, results shouldn't be measured by the number of inquiries you get, but by the number of qualified leads that can be turned into sales.

Before developing the mailing package, decide what your objective is. If you know what you are trying to accomplish, custom-tailor your offer to fit your needs. The greater value you offer, the easier it is for your prospect to respond, the more inquiries you'll get.

Many advertisers ask what minimum and maximum percentage of returns can be expected in a successful mail campaign. Somehow, someone usually pulls a 2% figure out of the hat. But this doesn't make sense. There is no standard measurement. If you've spent \$1,000 on a mailing and sell a \$40,000 machine you needed only that one qualified inquiry to make the mailing a success. On the other hand if you're selling a \$2 item, you may need 10 on 20 or 40% return to justify your costs.

HOW CAN YOU TELL IF THE INQUIRY IS A BONA FIDE LEAD? You can't, unless you've predetermined your inquiries through careful list selection of prime prospects. Study your customer list; find out what are the characteristics of buyers, what makes a man a prime prospect. Then screen out curiosity seekers by limiting your offer to appeal only to those prime prospects.

Give your salesmen qualified leads or inquiries and you'll get more cooperation from them. They know good leads mean good sales and, like you, it's quality not quantity they need.

A BRAND NEW TYPE OF MAILING LIST CATALOG has been issued by Creative Mailing Service, 460 N. Main St., Freeport, L.I., N.Y. It contains 78 pages; breaks down 1,500,000 non-duplicating business firms by standard Industrial Classification Code; permits unusual refinement in list compilation . . . good opportunity for mailers to pinpoint messages to specific segments of business under nine major classifications. Write Bob Dale for your copy.



. . . and other national manufacturers

Our job is **not** done when the display is finished. We actually help you build enthusiasm among your salesmen, distributors and dealers with powerful, attractive literature . . . to obtain maximum sell power from the displays for you! Write for details and samples on this **exclusive** DISPLAY SALES service.

*
display
sales

1637 Gest Street • Cincinnati 4, Ohio

Refining Industry Buyers Prefer to have YOUR catalog in the **REFINERY CATALOG**

*primary reference source for buying information
in the process industries*

The REFINERY CATALOG gets preferred use among buyers and specifiers in the Refining-Natural Gasoline-Petrochemical Industry because it makes the buyer's job easier . . . combining the complete or condensed catalogs of almost 300 material, equipment and service suppliers into one handy, cross-indexed volume for ready reference and comparison.

This composite source of descriptive information, case bound for ease of handling, is carefully distributed to more than 8,500 known buying influences (98% of the industry's buying power).

Your catalog in the REFINERY CATALOG keeps your sales story on the job full time . . . in the right places, at the exact moments that buying decisions are being made . . . making it easier for

your customers and prospects to buy. Based upon comparative printing and distribution costs, too, a factual presentation of your sales story can be made in the REFINERY CATALOG more economically, with greater chance of covering maximum buying influences, than by any other method.

From over 20 years of consistent usage, your customers and prospects have developed the habit of "looking it up first" in the REFINERY CATALOG . . . which they keep handy as a tremendous time saver.

Give your sales force a powerful assist by supporting your sales program with adequate catalog data in the REFINERY CATALOG.

Write today for FREE data book on Cataloging to the Refining Industry.



THE REFINERY CATALOG A GULF PUBLISHING COMPANY PUBLICATION

World's Largest Specialized Oil Industry Publishers

- Houston (18), 3301 Buffalo Drive, JACKSON 9-4301
- Chicago (4), 332 S. Michigan Avenue, WAbash 2-9330
- New York (17), 250 Park Avenue, YUKon 6-6558
- Cleveland (15), 1010 Euclid Avenue, MAIn 1-3295

- Tulsa (3), 916 Enterprise Bldg., CHerry 2-9211
- Dallas (1), 518 Santa Fe Building, RIVERside 7-7344
- Los Angeles, W. W. Wilson Bldg., Huntington Park, LUDlow 7-1219

"This is the size we use for the Growing Greensboro Market!"



It's a sizzling market with a pleasant aroma of sales in Greensboro's rich, 12-county ABC Retail Trading Area! Consumers consume and buyers buy and readers read the Greensboro News and Record. Put a strip of your budget into North Carolina's paper that gets results. Over 100,000 Circulation Daily—Over 400,000 Readers Daily.

Only medium with dominant coverage in the Growing Greensboro Market and with selling influence in over half of North Carolina!

*Greensboro
News and Record*

GREENSBORO, NORTH CAROLINA
Represented by Jann & Kelley, Inc.



Sales Management Figures

Sales Promotion Idea File

Sampling in 22 Markets

One hundred women receive a sample or view a demonstration of your product at each luncheon conducted by Luncheon is Served, 14 South Ave., Media, Pa.

Recording Specialists Provide Helpful Services

Allen A. Funt, the "Candid Camera" man of radio and TV fame, has set up a commercial division for producing recordings and films for promotional and educational use, as well as entertainment. His talent can lend wit and sparkle to mailings, sales meetings, conventions, etc. Contact Allen A. Funt, 100 Central Park South, New York, N. Y.

Another talented individual is Tony Schwartz, documentary recording specialist, whose unusual work has attracted world-wide attention. He has an extensive library of recordings of different types of selling and sales situations, folk songs, home remedies, etc. His collection includes excellent material for door openers, mailings and collectors' items for specialized industries. Contact Tony Schwartz, c/o Legend Recordings, 425 W. 57th St., New York 19, N. Y.

"Middle Management" Execs Invited to Join Organization

The Young Executives Sales Club is interested in securing new members from among young executives in selling or related activities where their position is a managerial one. Full information available from Lawrence Ash, retail sales manager, The Butrick Co., Inc., 161 Sixth Avenue, New York, N. Y.

Personalize Your Non-Personal Contacts

Photostamps of your salesmen can be secured for use on calling cards, literature, envelopes, etc. Send from one to ten photos or negatives to Na-

tionals Photostamp Co., 309 New York Ave., Brooklyn 13, N. Y., with \$6.50, for 10 sheets totaling 1000 photostamps.

Collapsible Binoculars Mail Flat

Three-power binoculars have built-in focusing device, fold wafer-thin, are packaged in simulated leather wallet that can be imprinted with your message and mailed in envelope with 3c stamp. For information, write The Taylor-Merchant Corp., 71 W. 47th St., New York 36, N. Y.

Teaser Copy Effective On Outdoor Advertising

Harry H. Seff, president of Sterling Outdoor Advertising Co., Akron, Ohio, suggested that car dealer Dave Towell, Inc., omit his name and just feature "Quality Car Bargains" in teaser outdoor poster boards. Sterling was swamped with calls from prospective car buyers and Towell ended up buying 36 24-sheet panels with daily circulation of 400,000.

Tie-Ins Available

Guy Lombardo—contact David O. Alber, 654 Madison Avenue, New York, N. Y.

Delano Hotel, Miami Beach—contact Sy Sandler, Saul Richman Assoc., 148 E. 50th St., New York, N. Y.

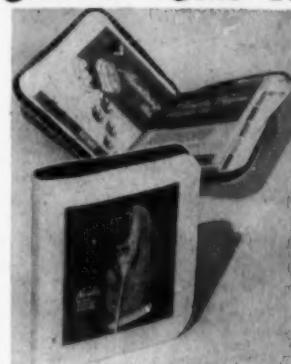
Posters from Great Britain, free—contact Antony White, British Travel Assn., 336 Madison Avenue, New York 17, N. Y.

St. Moritz Hotel and Henry Hudson Hotel (locale for photos, etc., Terrace Club, swimming pool)—contact Ralph Gardner, Gardner-Morris Assoc., 353 W. 57th St., New York 19, N. Y.

Combine Sight and Smell

Try printing your next mailing piece with scented ink. Appeal to the nose as well as the eye with the

Smooth "Sale" ing



A campaign to whisk off whiskers via the rotary Norelco electric shave was smoothly presented in this handsome zipper binder. Full color reprint, heat sealed on the vinyl coated cover, a technical innovation... stimulated interest for the "inside story." Tab indexed pages told and sold the Norelco line to distributors and retailers.

Call Sloves to help your salesmen sell or write for custom samples, Dept. SM-5

SLOVES

MECHANICAL BINDING CO. INC.

601 W. 26th ST., NEW YORK 1, AL 5-2552



Mag'net·ism

Dictionary define it as "power to attract; power to gain the affections." AND KOA-RADIO HAS IT! The programming and personality magnetism that dominates the entire Western Market!

Cover-age — KOA-RADIO reaches — and sells — 4 million Westerners in 12 states, PLUS the summer BONUS audience of over 12½ million tourists!

Radio — means KOA-RADIO — the only station you need to sell the entire Western Market!



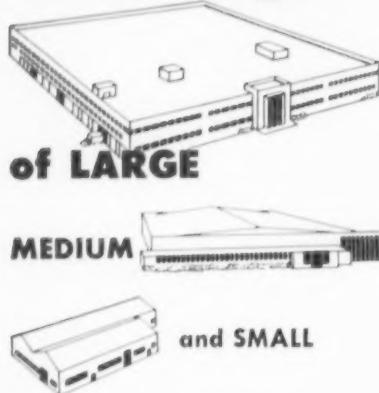
KOA Radio

One of America's great radio stations

850 Kc • 50,000 WATTS



most complete coverage



metalworking plants . . .

only modern machine shop
offers you . . .

Largest circulation.....	52,000
Largest number of plants covered.....	33,000
Lowest cost per thousand... just	\$6.15

Plus outstanding proof of advertising results: In 1956, Modern Machine Shop carried more pages of advertising than any other metalworking monthly!

With Modern Machine Shop's massive circulation, you get the most complete coverage of all metalworking plants—large, medium and small—plus deep penetration of the larger plants. Its good, big circulation is scientifically designed to do a thorough job in America's biggest industry!

For results you can see, put your money where your market is . . . in

modern machine shop

431 Main Street, Cincinnati 2, Ohio



odor of pine woods, steak, perfume, etc. Fragrance Process Co., 73 Sullivan St., New York, N. Y., will answer your questions.

Flowers and Trees Make Ideal Account-Openers

Federation Bank and Trust Co. gave away 5000 8" seedling Christmas trees to customers who opened or renewed Christmas Club accounts. They cost 12c each from Kei Yamato, Orchids of Hawaii, Inc., 305 Seventh Ave., New York 1, N. Y. Other hot items are Vanda orchids for 10c, baby palm trees for 15c, philodendron for 15c. Write for free catalog of these and many more.

Another company sells a "Jack in the Beanstalk" plant in a bowl, pre-packed in four-color carton, with color story book and nine stand-up cutouts—all for less than 50c. I tried one and the plant grew to over three feet—is still growing! Write for information on this, Western Wild Flower Bowl, Flowering Miracle Bowl and others to C. Rex Gibson, general manager, Miracle Bowl Division, World Wide Products, Inc., Littleton, Colorado.

Footwear Promoted with Help of Record-Post Card

Red Ball Summerettes, women's fabric casual shoes, were introduced to retailers last fall, and follow-up was conducted with 15,000 recorded messages on post cards from Don McNeil, whose radio program Red Ball sponsors. Message included plug for consumer jingle contest. Post cards were addressed on Addressograph machine, which did not damage vinyl surface of card. For sample of card, made by RCA Victor, write to Julia Herron, Advertising & Sales Promotion Department, Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Indiana.

More Helpful Monthly Publications Free

Speaking of Holiday—Caskie Stinnett, *Holiday Magazine*, 380 Madison Avenue, New York, N. Y. Humorous and informative chitchat about this important publication.

True Word on Home Entertainment—John R. Barnard, *True Magazine*, 67 W. 44th St., New York 36, N. Y. Monthly merchandising piece containing recipes, party tips, information on liquid brands.

Trends of the Times—Promotion Dept., *New York Times*, 229 W. 43rd St., New York, N. Y. Case histories of successful campaigns, in-

teresting new data on this outstanding medium.

Marketing News—Leonard B. Gerson, director, *Marketing Data Service*, Daniel Starch and Staff, Boston Post Road and Beach Ave., Mamaroneck, N. Y. Interesting excerpts from marketing facts reported by Starch Marketing Data Service. Also available from the same source is *Tested Copy*, highlights from the Starch Advertisement Readership Service.

Self-Service Merchandiser—Rosotti Lithograph Corp., North Bergen, N. J. Monthly review of trends in packaging.

The Nielsen Researcher—A. C. Nielsen Co., 500 Fifth Ave., New York, N. Y. A different phase of research is covered each month.

Pencil Has Built-In Coffee Break

For free sample of novel lead pencil that contains a plastic tube filled with delicious instant coffee, write to Franklin C. Wertheim, 179-15 Jamaica Ave., Jamaica 32, N. Y. Pencil can be imprinted with message like "Have your next coffee break on me."

Want to Make Your Claims More Believable?

This simple way will cost you exactly 25 cents. Just reproduce, in your ad or promotion piece, a notary stamp, along with your sworn statement.

Add Color and Motion To P-O-P at Low Cost

Print your poster or streamer in one color, then paste on to it a 4-color cut-out of a woman's face that winks and smiles as the reader passes by. This and other stock "Vari-vue" cutouts are available from Kay Anderson, vice-president, Pictorial Reproductions, 343 White Plains Rd., Tuckahoe, 7, N. Y.

● **SALES PROMOTION IDEA FILE** is a review of sales-producing tools and ideas designed to stimulate the thinking of sales-minded executives. The materials referred to each month are displayed during the same month at The Advertising Center, 285 Madison Ave. at 41st St., New York. Contributions to this column and questions about advertising, sales promotions or marketing problems should be addressed to Larry Schwartz, c/o **SALES MANAGEMENT**, 386 Fourth Ave., New York 16.



When "Feeling" runs high—

VITAFILM Protects!

Are you taking losses because you're at a loss as to just how to protect your product *and still merchandise it to best advantage?*

Seems for certain sure, then, you haven't yet made the acquaintance of VITAFILM — the Goodyear packaging film that is the greatest thing you can place between you and your customers!

Fact is: for hard goods, paper products and textiles you just can't beat it.

Reason: VITAFILM has qualities you just can't buy in other films—even those of substantially higher cost.

Examples: VITAFILM has wonderful contact clarity, welds to a permanent seal, has excellent machinability, doesn't attract dust, prints well, transmits texture "feel" and true color as though there was nothing between customer and product!

In standard package put-ups, trayed overwraps, bagged merchandise—any way you want it, with VITAFILM your products gets...

The Finest In Sheer Protection

Vitafilm a new



Vitafilm, a Polyvinyl chloride—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

GET THE FACTS from
the Goodyear Packaging
Engineer. Write or call:
Goodyear, Packaging Films
Dept. G.6434, Akron 16,
Ohio.



An interesting piece of printed material, offered in an ad with a coupon, can be a highly valuable marketing tool. Everybody's doing it! Have you considered . . .

Building Good Will (and Sales) with Booklets

Offer the reader a benefit, soft-pedal the sales pitch—and you have a booklet that will win friends and goodwill, plus sales, for your company. So popular are useful, well-designed booklets that producers feel justified in charging up to 50c apiece for them, though 10c and 25c are the usual prices asked. A study of 61 advertisements offering booklets in a recent issue of a home magazine showed that 33 were free; and charges were made for the others as follows: 25c, 17; 10c, 9; \$1, 1; 5c, 1.

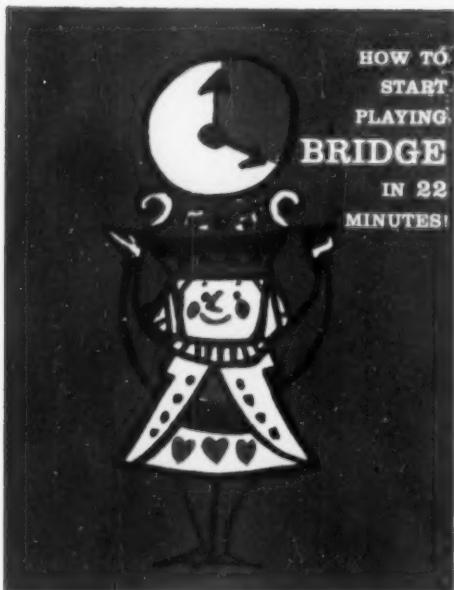
They're even charging for catalogs, though not many come right out and say so. Suggestions are usually on the order of: "Send 10c for booklet on How to Choose a Widget," or "Send 25c for brochure on Beautifying Your Home with Wick-Wacks."

Best insurance that a booklet will be liked and *kept* is to slant it toward helping people solve problems—in good grooming, child care, home decoration, health, entertainment. Self-improvement is a perennially popular angle—everybody wants to acquire new skills, be a better conversationalist, have gracious manners.

Shown here are examples of booklets that have been successful (and still are) in such diverse ways as providing help in naming the baby; inducing a chubby little girl to live cheerfully with her excess poundage; getting the family moved; getting started in bridge-playing; discussing tea with gourmets; making the fireplace an exciting part of the home—and other laudable ambitions. Two of the booklets double as hang-tags, serving useful purposes at home after having helped the shopper to choose and buy the merchandise. For three there's a charge of 10c; the others are free.



HOW-TO-IRON HANG-TAG BOOKLET attached to the Fostoria Tru-Heat Iron (Bersted Mfg. Division of McGraw Electric Co.) sells the shopper in the store and serves her well after she gets the iron home. From the graphic arts angle, the booklet makes excellent use of red as an extra color, in the red-and-white "gingham" type back cover and the border on the front cover, and for section headings inside the book. Subjects covered: how to use and care for the iron; how to wash and sprinkle clothes properly; proper ironing equipment; how to set the iron's dial for different fabrics. Illustration describes and charts its features.



"HOW TO START PLAYING BRIDGE IN 22 MINUTES" is the intriguing title of a new 20-page booklet distributed by the Assn. of American Playing Card Manufacturers. Idea behind it is to attract a new crop of bridge players, and it must be working. The initial run of 25,000 copies, offered at 10c apiece through editorial mentions, has been exhausted and another printing of 50,000 copies is in production. Written in simple, but lively, style, the booklet is designed to entice the beginner into his first bridge game. Cartoons and diagrams, in color, sugar-coat the instruction given. Employe rack services distribute them through large firms.

**UNITED'S
PRE-PLANNED
MOVING**

Mailed Van Lines, Inc.
ST. LOUIS, MISSOURI

UNited MAILING VAN LINES

"POUNDS AND PERSONALITY," 8-page pamphlet of "Advice for the Parents of Chubby Girls," was prepared by Leber & Katz (agency) for L. Gidding & Co., manufacturers of Chubbette fashions, "designed to make girls 6 to 16 look slimmer." Offered free in advertising, nearly 150,000 copies have been distributed in last two years.

**POUNDS
AND
PERSONALITY**

*Advice
for the Parents
of Chubby Girls*

by
DR. GLADYS ANDREWS

*School of Education
New York University*

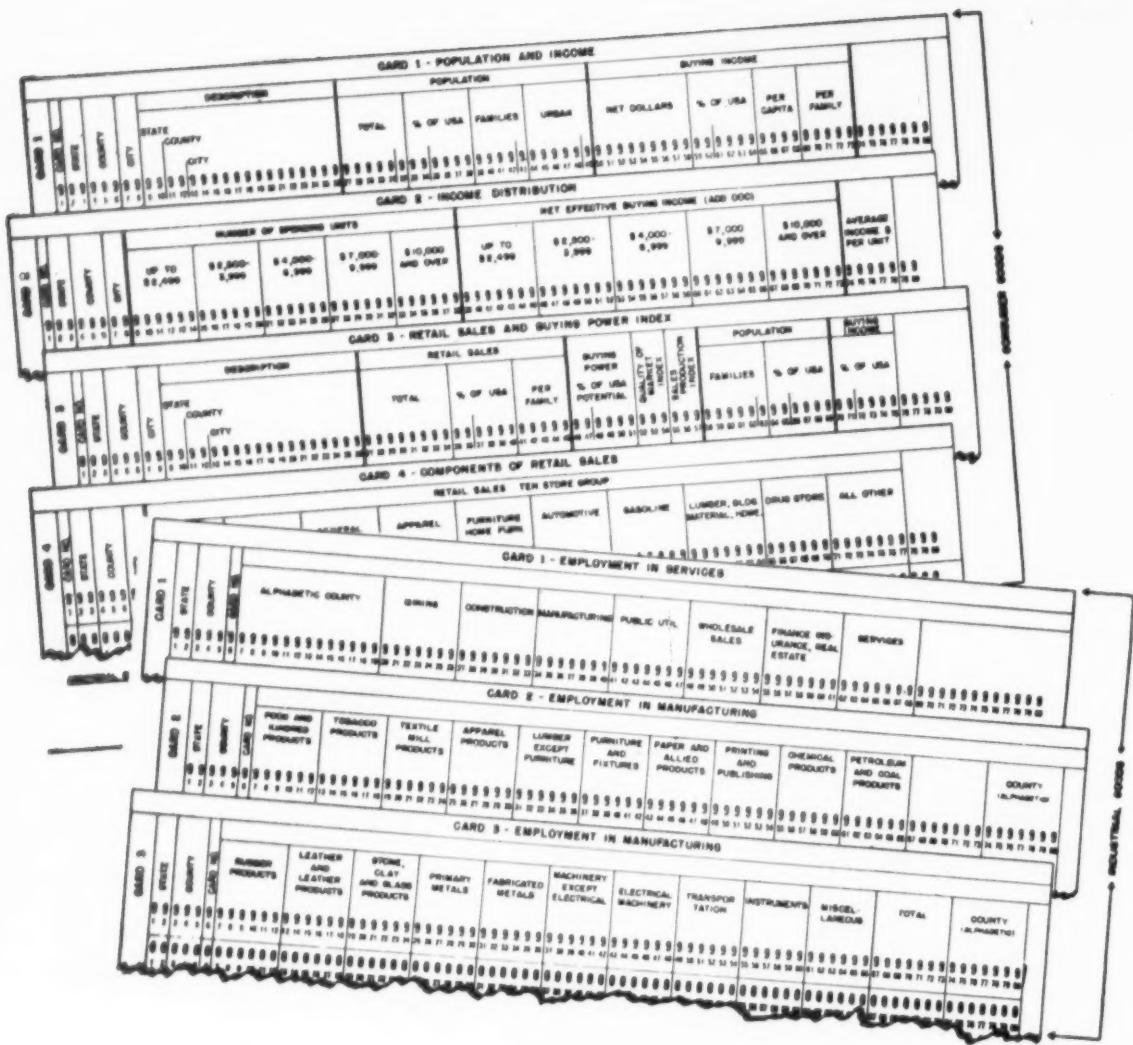
World Champions

Yankees

1957
BASEBALL
OFFICIAL SCHEDULE
and
TICKET INFORMATION

BASEBALL SCHEDULE
one of millions used as give-aways and mailing pieces by banks, retailers, trucking companies. This one, prepared by Osborne-Kemper-Thomas, is adapted for Bankers Trust Co., New York. It began using booklets 5 years ago, with 50,000 run, now issues 100,000, uses newspaper advertising to invite public to come in for copies.

THE DO'S AND DON'TS OF MOVING are presented in a booklet-kit now offered by United Van Lines, Inc. Written by the firm's moving consultant, Bette Somers Malone, this "Pre-Planned Moving" booklet has suggestions on what and how to pack; a notification check-off list (utilities, milkman, laundry, post office, etc.); household furnishings, inventory sheets; a blueprint for outlining rooms of new home—for planning furniture arrangement; detachable change-of-address postcards; detachable gummed labels ("Fragile," "Books," "Kitchenware," etc.). There are pockets on the inside covers for road maps, furniture lists and other papers. Though there are references to United's services, the booklet should be useful to anyone planning a move. More than 6,000 requests for it have been received in the first 90 days since it was first offered through national advertising. United has several other pamphlets for prospective movers—all written by Bette Malone.



Use them for fast, *Automatic* territory analysis

By using only those cards conforming to your particular sales territories, you can conveniently apply the new May 10, 1957 SALES MANAGEMENT Survey of Buying Power to your own market areas.

Market Statistics, Inc. will prepare these IBM analyses for you quickly. Or if you have your own IBM installation, you can prepare them automatically in your own office, as do over 200 leading companies today.

In addition to the factors shown above, many other specialized indexes are available on county cards: Index of Urban Demand (for

styled merchandise), Index of Office Equipment Demand, Index of Resort Activity, Growth Factors (to isolate areas of rapid or slow growth) TV homes as of January 1, 1957, plus all major Census marketing benchmarks (age, distributions, etc.)

It is only necessary to determine what factors (or combinations thereof) would reflect demand for your product. If you have any questions on this, you may without obligation consult with our staff for correlation studies of your own sales to isolate your key marketing factors.

MARKET STATISTICS, INC.

RESEARCH CONSULTANTS TO SALES MANAGEMENT MAGAZINE

432 Fourth Avenue, New York 16, N.Y.—MU 4-3559

Salisbury Board Chairman, Hartman President of Bill Brothers Publishing

Philip Salisbury, editor and publisher of *SALES MANAGEMENT*, and John W. Hartman, the publication's executive vice-president and director of sales, have been elected to vacancies in Bill Brothers Publishing Corp. created by the passing of Raymond Bill.

Salisbury has been named chairman of the board and Hartman assumes the position of president.

Bill Brothers has 11 business publications, the largest of which is *SALES MANAGEMENT*.

Salisbury became a salesman for the Ingersoll Watch Co. after graduating from the University of Wisconsin, and at the age of 24 was made sales manager, with a force of 60 men under him. In 1923 he joined forces with J. C. Aspley, founder of *SALES MANAGEMENT* and became vice-president and Eastern sales manager of the publishing firm, The Dartnell Corp.

Since the purchase of *SALES MANAGEMENT* by Bill Brothers in 1928, he has been active in all of its phases and will continue as editor and publisher while also serving all Bill publications as board chairman.

In 1950 he was a member of the Anglo-American sales team which went abroad to tell the British how we sell in America, and has taken part in other activities of National Sales Executives, the New York Sales Executives Club, Associated Business Publications, National Business Pub-

lications, American Marketing Association, and many others.

John Hartman joined the Bill Brothers organization in 1948 after having been a founder-partner and executive vice-president of Bacon, Hartman and Vollbrecht, Inc., advertising agency in Jacksonville and St. Augustine, Fla. Previously he was associated with the United Press and the Commercial Credit Corporation.

During the closing stages of World War II he was founder and editor of the United States Navy's largest circulation newspaper. Before becoming vice-president of Bill Brothers he served as sales director of *SALES MANAGEMENT* magazine. He has served on the Bill Brothers board of directors, was first chairman of the Bill Brothers board of business managers and is chairman of the Bill Brothers policy committee. Hartman has been active in numerous business and publishing associations, such as National Business Publications, Associated Business Publications, Magazine Publishers Association, National Industrial Advertisers Association, National Sales Executives, National Newspaper Publishers Association.

Bill Brothers publications in addition to *SALES MANAGEMENT* are: *Fast Food*, *Floor Covering Profits*, *Grocer-Graphic*, *Plastics Technology*, *Premium Practice*, *Rubber World*, *Sales Meetings*, *Tide*, *Tires-TBA Merchandising* and *Yankee Grocer*.



Philip Salisbury



John W. Hartman



Randy Brown, Jr.

Brown, New SM Sales Head

Randy Brown, Jr., has been named vice-president, sales, *SALES MANAGEMENT*.

Brown, 32, joined Bill Brothers in 1951 as a member of the sales staff of *SALES MANAGEMENT* and its sister publication, *SALES MEETINGS*. In 1954 he became assistant general manager, *SALES MEETINGS*, and in 1956, eastern sales manager for *SALES MANAGEMENT*. That same year he was elected a v-p of *SALES MANAGEMENT*.

He is a member of numerous publishing, sales, promotional and marketing associations, including Associated Business Publications, National Business Publications, National In-

dustrial Advertisers Association, the Poor Richard Club of Philadelphia, National Newspaper Advertising Executives of the Carolinas, the Broadcasters Promotion Association, National Newspaper Promotion Association.

A graduate of Wesleyan University (Connecticut), he was president of the student body, editor of the college yearbook and editor of the twice-weekly college newspaper. During World War II he served in the Pacific Theatre with the Marines.

He and his wife and their two children make their home in Stamford, Connecticut. As a side-interest, Brown is part-owner of a dairy farm.

"Excellent results...
quantity and quality"

BRUNING

CHARLES BRUNING COMPANY • INC.

4785 MONTROSE AVENUE • CHICAGO 47, ILLINOIS • TELEPHONE MULBERRY 5-2400

AMERICA'S LARGEST SUPPLIER OF ENGINEERING AND DRAFTING EQUIPMENT
OFFICES IN PRINCIPAL CITIES

Mr. Bill Rose
The Wall Street Journal
711 West Monroe Street
Chicago 6, Illinois

Dear Bill:

We want to compliment you for the excellent results your publication has given us.

We are pleased not only with the large quantity of inquiries we have received, but with their quality. An overwhelming majority of the inquiries we receive are from influential executives of top business concerns throughout the country.

Equally important, we've found the Wall Street Journal to be one of the lowest cost-per-inquiry "business executive" publications on our schedule. We maintain accurate statistics on this factor, so we know whereof we speak.

All in all, we consider the Journal one of the most effective media in our program.

Sincerely,
Emil G. Best
Emil G. Best
Advertising Manager

EGB/jc

PROUDLY DEPENDABLE NATIONWIDE SALES AND SERVICE

WHEN YOU WANT LOW COST, HIGH CALIBRE

The Wall Street Journal gives you "class-in-mass" readership. This takes you off the hook. You don't have to choose between quality and quantity. You can get both from The Journal. Here's a medium which fills the bill completely for the advertiser who wants big returns . . . from big men.

CIRCULATION: 488,156

THE WALL STREET JOURNAL

published at:

NEW YORK, 44 Broad St. and WASHINGTON, 1015 14th St., N. W. • CHICAGO, 711 W. Monroe St.

DALLAS, 811 Young St. • SAN FRANCISCO, 415 Bush St.

Schlitz Widens Market

(continued from page 31)

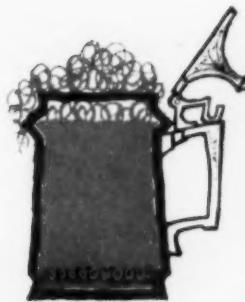
"has been a vacuum." To tavern owners the axioms of successful grocery operation—such as making the most possible profit from every square foot of floor space—were largely unknown. Recalling a study he worked on for Standard of Indiana in 1933, which led to transforming "filling" stations into "service" stations for automotive needs, Toigo says he would like to turn taverns into more efficient "service centers" for thirst-quenching and enjoyment.

"Our business," Toigo explains, "expands on availability and environment. A man won't 'walk a mile'—even for Schlitz. Our wholesalers' salesmen must see to it that Schlitz is available in as many neighborhoods as possible, and that its availability is made known. The tavern owners should provide a pleasant place for his customers to drink it. We've a lot of evidence to prove that whether a customer drinks twice as much or half as much depends largely on a tavern's environment and service."

A major "educational" medium is "Schlitz On Premise Merchandising." Published monthly, it is bought by wholesalers for distribution, on request, to their tavern customers. Since Vol. 1, No. 1 in early 1955, circulation has mounted from 22,000 to more than 100,000. The program is promoted consistently in 25 business publications and in various consumer media.

Moving into high gear this spring, Schlitz extended to tavern owners—in a four-page business paper ad which has been widely reproduced—an "Invitation to Growth." Denying reports that "taverns are a declining business," Schlitz showed them that the 1955 census counted "5,000 more on-premise outlets in the United States than in 1950 . . . You are the second largest group of retailers . . . outnumbered only by food stores."

Despite progress in facilities and prestige, tavern owners "are only at the beginning of your opportunities. And the biggest of these is in getting your rightful share of America's lei-



WHEN IS A LEAD NOT A LEAD?

sure-time dollars . . . Promote your tavern as an attractive gathering place and the cash sales will take care of themselves." This is a job on which "all taverns, and everybody else" with a stake in them "must unite."

For its part Schlitz is now running "more advertising promoting the tavern than has ever been run before." It appears in "large space and full color in national magazines and big city newspapers; on TV and radio, network and local; on posters and painted outdoor signs—and on striking, unusual and highly-decorative point-of-sale material in your own place of business . . . We mean to grow with you. We invite you to grow with us."

For National Tavern Month, in May, magazines and Sunday newspaper magazines with combined 55 million circulation proclaimed a "Schlitzfest at Joe's Place." A Schlitzcheck for taverners made a lot of Schlitzgestions—among them: 13 on cleaning up and putting on a new look; nine on providing a "party" appearance, with the help of crepe paper, balloons and dime store decorations; various food tips, including fish fry night and pizza pie night. Party nights could celebrate birthdays, class reunions or just "sings," or could recognize local celebrities or old folks. Games and stunts would range from such "participations" as checkers and quizzes to baseball broadcasts.

"The essence of a good Schlitzfest . . . is to get your customers acquainted with each other and to act as a group."

Promotion ideas included Schlitz-streamers and printed invitations; a colored spotlight on the building and giant footprints painted on the sidewalk, and tie-ins with local merchants. Tavern owners were encouraged to be active in the community.

Schlitzers are busy telling the story personally before tavern groups—and these are responding. National Tavern Association, representing 38,000 owners, has praised the program. Na-

tional Licensed Beverage Association not only passed a resolution of gratitude to Schlitz but recommended that its member associations take similar action. Among those which already have done so are associations of Arizona, Maryland, Montana, Nebraska, Nevada, and of Brooklyn, Philadelphia and Pueblo, Colo.

Each eight-page issue of "On Premise" is devoted to a single problem—"solved" by Schlitz with the help of individual tavern case histories and of specialists in that area.

After several issues on ways to build gross volume, the publication concentrated on net profit: "Keep it 'On the Record' . . . and Stay in Business." Readers learned how other tavern owners control costs by book keeping and the effective use of cash registers, banking and monthly stock inventories.

In "Cut down steps and step up profits," Schlitz reports its own findings among a lot of bars at peak periods: "Many customers leave . . . simply because the bartender is too busy." "On Premise" offers 20 suggestions for speeding service.

Small taverners are told: "You can make ANY idea Big!" Their larger rivals had "1. the ability to merchandise what they sold, and 2. the courage to stay everlasting at it." Some of the ideas that have paid off are: a four-piece "combo" playing "Dixieland bash" in a college town; free corsages to the first 25 ladies on weekend nights, and giving visiting bowlers the first drink on the house. One successful tavern offers "400 rare foods" to buy and take home.

"On Premise's" subjects have ranged from air-conditioning and modern lighting to the taverner's need of adequate insurance.

A recurrent theme stresses the role of bartender and waitress as "your most important assets." One issue told how to hire, train and develop them. Another showed why "clothes make the man (the bartender)—and your profits too." Among 540,000 places in the country which serve food

Many an inquiry has no more future than a china egg. The pay-off is in conversion to sales. When you advertise in *The Wall Street Journal*, you'll get inquiries that have *life* to them, because they come from the most active, doing-est, buying-est audience ever assembled by one daily publication.

No matter what your industry is, chances are *Wall Street Journal* readers use more of those products than anybody else. They're with the companies that make construction news, set the pace for new processes, pioneer with new systems, trailblaze with new procedures. And when they read your ad, it can be the prelude to the biggest sale you've ever made.

Oddly enough, despite the better *calibre* of *Journal* inquiries, *The Journal* usually produces *more* of them, too. More than one testimonial has come from a *Journal* advertiser whose records show that *The Journal* wasn't only low in *cost* per inquiry . . . but actually produced *more* inquiries . . . and to top it off, produced more *conversions*.

Sound like what you're looking for? Why not check into all *The Journal* advantages? Call, write or visit a *Journal* advertising sales office. (See opposite page).

Need help?



... it is available for the busy advertising manager and agency man

So! You've got problems! Need new ideas! Need more eyes—more ears—more fingers!

A copywriter at Lubbock develops an effective and different kind of copy . . . your operation of your newspaper co-op program is below your standards—maybe a bit wasteful . . . you'd like a rating on "position" of your national newspaper ads . . .

How do you see . . . how do you know . . . how can you keep abreast of these things without building up a lavish high-overhead department? Many advertising managers and agency men are doing it with ACB Newspaper Research Services like these:



UNDUPLICATED COPY SERVICE

Keeps you posted on new sales ideas, copy themes, premiums, new advertisers, etc. You specify the kind of advertising you wish

to see if, as, and when it appears, ACB will "spot" it and send you tear sheets of each different piece of copy.

CO-OP ADVERTISING SERVICE

Checks, measures, verifies your allowance advertising—including rates billed. Where desired, Advertising Allowance Service can take care of all work up to and including statements on your own printed forms for your

approval and payment. Approved by chain store and independent operators as well as manufacturers. Eliminates correspondence and friction between manufacturer and outlet.

POSITION REPORTS

Used by many advertisers and advertising agencies to determine the position accorded advertisements by page number of

the newspaper; section; nearness to certain features; position of ad on page, etc. Used by many leading agencies.

ADDITIONAL SERVICES: 11 additional services are available. Described in ACB Catalog sent free on request, or contact nearest ACB office.



The Advertising Checking Bureau, Inc.

New York (16) 79 Madison Ave. • Chicago (3) 18 S. Michigan Ave. • Columbus (15)
20 South Third St. • Memphis (3) 161 Jefferson Ave. • San Francisco (5) 51 First St.

ACB HEADS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER



Marketer: John Toigo, former ad agency man, directs growing marketing function at Schlitz.

and beverages, 280,000 other places—restaurants, diners, drive-ins, etc.—"all dress employees in a uniform or jacket to symbolize cleanliness." But too many of the 260,000 taverns still do not. A small investment (\$6 to \$8 for a bar jacket, \$4 to \$16 for a waitress' uniform), says Schlitz, would launch "a complete revolution in the tavern industry."

Leadership, of course, is won largely at point-of-purchase. To insure it for today and tomorrow, Schlitz this year will install millions of signs in 200 types, selling for 2 cents to \$2, to a total tune for "merchandising" of about \$6 million.

Herbert E. Palaith, director of merchandising, says that signs mean even more to beer than to softer or harder drinks. "We can go into a place and, with signs, increase sales enormously in one week."

Signs help to create an "atmosphere—of warmth, humor, beauty." But they should be used "aggressively."

On a single piece Schlitz may spend a lot of time, effort and money: A revolving globe with an adhesive back took two years to develop. Just the dies for an item can cost many thousand dollars, and the cost of "selling" and installing it at least as much again. . . . Until recently a tap knob or pump handle for draught beer was plain and purely functional. Now—after 30 months of development—bars may use a long, tapered Schlitz handle in several colors, depicting American folkways.

Still available only to the "trade" are Schlitzerland shirts for men, in four sizes. On them Schlitz is shown quenching fires, climbing Alps and being "milked" from an appropriately-named cow . . .

Palaith estimates that the "waste," in dollars on Schlitz p-o-p material is less than 10%. This is mainly in cardboard items, in wholesalers' warehouses. More expensive things—sold to taverns at 60% of cost—are used 100%.

Because distribution is "manufactured" primarily by 7,000 salesmen of 800 wholesalers, Schlitz's own field men keep busy keeping them on their toes. Last March wholesaler men saw for the first time a sales kit into which Schlitz had put three years of planning and work. Among a lot of aids in it are a slide rule to figure tavern profits on a half-barrel basis; a flip chart showing why the taverner may do better with Schlitz than with regional or local brands; cards to help the customer analyze his prospects; devices for measuring "foam," and a glass and thermometer for the pre-cooler box.

Opportunities in Sales

A new Schlitz salesman has a lot to learn. But as he makes good, he may advance fast (a few have climbed from "applicant" to regional manager within one year), and at least has got himself a steady job. Schlitz has little turnover. Salesmen work on straight salary. They are not bludgeoned by "quotas." While Schlitz holds 60- and 90-day contests for wholesaler salesmen (of which the 30 annual winners may relax at such spots as Bermuda and Puerto Rico) it is still working to develop an incentive plan for its own men. "Loading" is out, because of the relatively short shelf life of the product.

Newcomers average 27 to 30 years old. About one-third already have sold beer and two-thirds have sold other things. They are hired by district managers, after aptitude tests, and then sent to Milwaukee for six to eight weeks of training. There they meet all key Schlitz people, and get acquainted with other functions—such as credit, purchasing, advertising, and especially production. The Uihleins see that they know "the difference" in Schlitz. Back in the field they stay under their district manager's wing for 60 days, meeting wholesalers and their men, before going out on their own with them.

They come back to Milwaukee each winter for an annual sales meeting. This is devoted to the general economy and the future of beer (and Schlitz) in it; to case histories of sales jobs well done, and to the new year's advertising and merchandising programs.

Erwin Uihlein is quite as exacting about the advertising as the beer. In

16 years Schlitz has had six agencies: McJunkin, Young & Rubicam, Leo Burnett Co., Lennen & Newell, Biow-Beirn-Toigo, and since January 1956, J. Walter Thompson Co.

Biow-Beirn-Toigo's tenure was exactly nine days. In December 1955 Toigo and others from this shop landed the account. Then Milton Biow, resuming active direction of the agency, resigned Schlitz. The next day Schlitz picked J. Walter Thompson.

But the Uihleins were still sold on Toigo.

"Schlitzerland, USA," launched last March, was Toigo's brainstorm—developed with J. Walter Thompson Co.

The process of Schlitzifying all adult Americans proceeds apace:

in such magazines as *American Legion, Eagle, Elks', Life, Look, The New Yorker, TV Guide* and *V.F.W. Magazine*;

in *The American Weekly* (32 Sunday newspapers); *Parade* (53); *Sunday* of the Metropolitan Group (26), and independent magazines and run-of-paper in 40 Sunday newspapers;

in black and white in more than 100 weekday newspapers;

in the weekly Schlitz Playhouse, networked live on 140 CBS TV stations and on a spot basis on 19 others;

in spot radio, including broadcasts of baseball games of the Kansas City Athletics;

in outdoor advertising, business papers, and such Schlitzerature as a Schlitzionary (first printing one million copies) and a song book to entertain Schlitzfriends.

More for Advertising

The total \$20 million for all forms of Schlitz promotion this year (or more than \$3 on a barrel of sales) comes to 10% more than last year's figure. Some \$12 million of it is "commissionable" for the ad agency.

At this schtage Schlitzmen think they *have* something: "Consumers talk about it, and twist their tongue trying to come up with new combinations." (SM knows one who nearly lost his dental plate in the attempt.) "Our own people and the wholesalers love it."

Already the company has bought enough "art" to illustrate Schlitzuations in Schlitzerland for the next two years.

By then, however, we may all be overSchlitzed. Twenty-five Schlitzgags in a single ad, multiplied by billions of "impressions" annually, might lead to national Schlitzophrenia.

The End

IN LOS ANGELES
THEY* SAY
"TIMES. FIRST OF ALL"



*Groceries
Advertisers
place 42.0%
of ALL their
Los Angeles
metropolitan
newspaper
lineage in
The Times

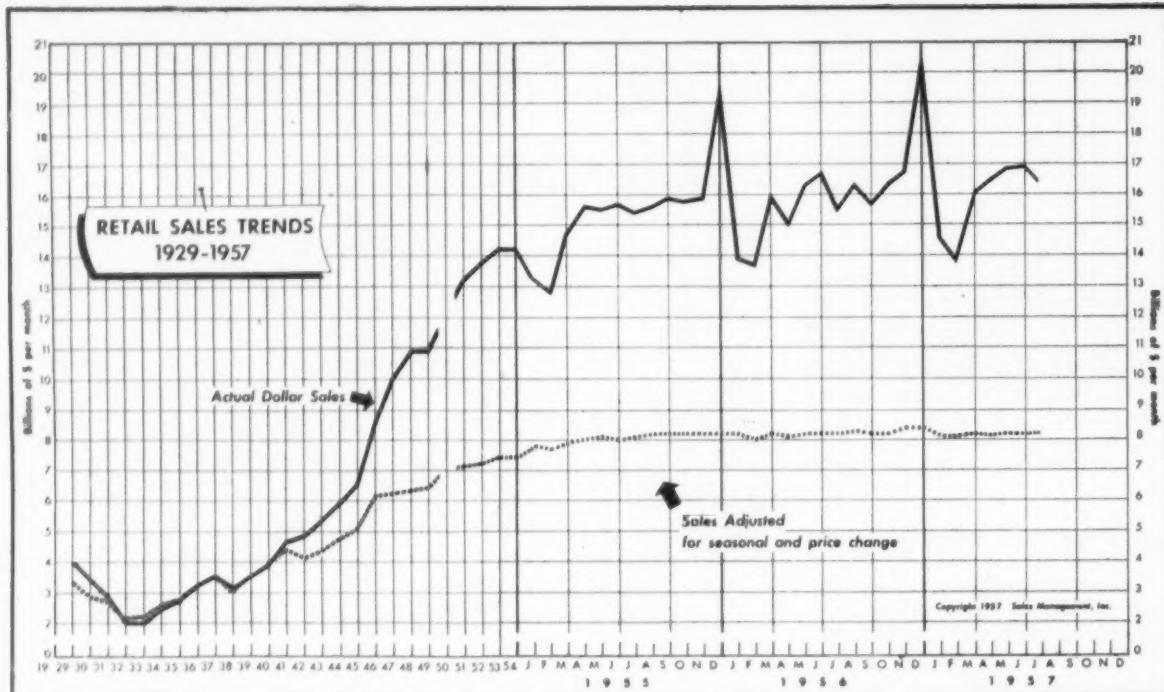
(The Times ranks first
in 94 of 114 Media
Records classifications.)

National grocery advertisers rate the Los Angeles market second in the nation in sales. And they rate The Times first in selling power in this western metropolis—by a healthy margin, year after year.

LOS ANGELES
TIMES

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

HIGH SPOT CITIES



RETAIL TRADE FORECAST:

July Sales to Lead 1956 by 6%

By DR. JAY M. GOULD,
Research Director
Sales Management's Survey of Buying Power

With the first half of the year behind us, retailing prospects for the second half look fair, without any evidence for sharp changes in either direction. The 5% average gain in retail sales for the first six months of the year came without benefit of any special boost from auto sales,

which failed to sustain any seasonal peak in the spring months. General Motors had a relatively poor first half, with their share of the total automotive market dropping from 50% in 1956 to about 46%. Some industry observers expect, however, that radically redesigned General Mo-

tors lines will hit the market early next Fall and, in the process of restoring the G.M. position, will also supply the special boost to auto sales that failed to materialize either in 1956 or so far in 1957. Others see a possible similar boost from the introduction of the Edsel line—Ford's

Retail Sales Box Score

	5-Month Totals			May				
	\$ Millions	1957	1956	% Change	\$ Millions	1957	1956	% Change
Food		19,493	18,220	+ 7.0	4,133	3,786	+	9.1
Eating & Drinking Places		5,627	5,582	+ 0.8	1,216	1,209	+	0.6
General Merchandise		7,521	7,414	+ 1.4	1,708	1,702	+	0.4
Apparel		4,406	4,187	+ 5.2	970	963	+	0.7
Furniture & Appliances		4,041	3,987	+ 1.4	880	874	+	0.7
Lumber, Building, Hardware		5,100	5,178	- 1.5	1,290	1,282	+	0.6
Automotive		16,049	15,048	+ 6.7	3,494	3,239	+	7.9
Gasoline Service Stations		5,797	5,317	+ 9.0	1,255	1,153	+	8.8
Drug & Proprietary		2,433	2,312	+ 5.2	498	477	+	4.4
* Total Sales		78,394	74,702	+ 4.9	17,086	16,257	+	5.1

*Includes data for kinds of business not shown in above nine categories.

new entry into the medium price field.

An analysis of auto sales so far this year indicates a definite shift towards the lower priced lines—Ford, Chevy, Plymouth, Rambler and Studebaker, which now make up nearly 63% of total 1957 registrations, as compared with 59% last year. This fact, plus the sharp sales gains in small foreign cars, may indicate that Detroit may be overpricing its product. Dealers complain of heavy discounts, as usual, but are in somewhat better shape this year because of a more balanced inventory picture.

Retail sales in July is expected to total \$16.4 billion, 6% over last July, but only as a result of price gains and the presence of an additional selling day; note that the monthly series on retail sales, adjusted for seasonal and price change has been running on a horizontal level for the past several months. Normally the presence of an additional selling day, if it does not fall on a Saturday, will add about 2% to the total retail sales in the month. However, this pattern may be affected by a new retailing trend to Sunday shopping that has become important in the past two years. As a result of many factors—the growth of suburbia, the higher proportion of wage-earners with multiple jobs, etc. it has become increasingly prevalent for Sunday to yield its status as a day of rest to become the family shopping day for durable consumer goods. For example in Northern New Jersey on routes 4, 17 and 22 there are many shops and centers open on Sunday, selling appliances, carpets, toys, cars, apparel, etc. to Sunday drivers, with facilities to entertain children while the grown-ups ponder purchases.

Among the states expected to report better-than-average performance for this July as compared with last July are:

Arizona	New Mexico
California	Oregon
Florida	Utah

Nevada

The leading cities, those with a City-National Index well above average are:

San Diego, Cal.	120.0
San Jose, Cal.	117.2
Appleton, Wis.	114.1
Middletown, Conn.	112.9
Orlando, Fla.	112.5
Lawrence, Mass.	111.8
Florence-Sheffield-Tuscumbia, Ala.	110.6
Savannah, Ga.	110.6
Mobile, Ala.	110.5
St. Petersburg	110.3
Galveston, Tex.	110.1
Miami, Fla.	109.6
Phoenix, Ariz.	109.3
Sacramento, Cal.	108.8

Sales Management's Research Department with the aid of Market Statistics, Inc., maintains running charts on the business progress of 302 of the leading market centers of this country and Canada.

Monthly data which are used in the measuring include bank debits, sales tax collections, Department of Commerce surveys of independent store sales, Federal Reserve Bank reports on department store sales.

The retail sales estimates presented herewith cover the expected dollar figure for all retail activity as defined by the Bureau of the Census. The figures are directly comparable with similar annual estimates of retail sales as published in SM's *Survey of Buying Power*.

Three Index Figures Are Given, the first being "City Index, 1957 vs. 1948." This figure ties back directly to the official 1948 Census and is valuable for gauging the long-term change in market. It is expressed as a ratio. A figure of 400.0, for example, means that total retail sales in the city for the month will show a gain of 300% over the same 1948 month. In Canada the year of comparison is 1951, the most recent year of official sales Census results.

The second figure, "City Index, 1957 vs. 1956" is similar to the first except that last year is the base year. For short-term studies it is more realistic than the first, and the two together give a well-rounded picture of how the city has grown since the last Census year and how business is today as compared with last year.

The third column "City-National Index, 1957 vs. 1956," relates the city's changes to the total probable national change for the same period. A city may have this month a sizable gain over the same month last year, but the rate of gain may be less—or more than that of the nation. All figures in this column above 100 indicate cities where the change is more favorable than that for the U.S.A. The City-National Index is derived by dividing the index figure of the city by that of the nation.

The Dollar Figure, "\$ Millions," gives the total amount of retail sales for the projected month. Like all estimates of what is likely to happen in the future, both the dollar figure and the resultant index figures can, at best, be only good approximations, since they are necessarily projections of existing trends. Allowance is made in the dollar estimates for the expected seasonal trend, and cyclical movement.

These exclusive estimates are fully protected by copyright. They must not be reproduced in printed form, in whole or in part, without written permission from SALES MANAGEMENT, INC.

Suggested Uses for These Data include (a) special advertising and promotion drives in spot cities, (b) a guide for your branch and district managers, (c) revising sales quotas, (d) checking actual performances against potentials, (e) basis of letters for stimulating salesmen and foretelling their alibis, (f) determining where drives should be localized.

★ Cities marked with a star are Preferred-Cities-of-the-Month, with a level of sales compared with the same month in 1956 which equals or exceeds the national change.

RETAIL SALES FORECAST (S.M. Forecast for July, 1957)

City	City	Nat'l.	
Index	Index	Index	\$
1957	1957	1957	(Million)
vs.	vs.	vs.	July
1948	1956	1956	1957

United States

152.9 106.0 100.0 16,402.00

Alabama

★ Florence-Sheffield	156.0	109.2	103.0	210.64
Tuscumbia	196.3	117.2	110.6	7.18
★ Birmingham	144.6	106.1	100.1	40.69
Gadsden	137.7	105.4	99.4	5.88
★ Mobile	184.7	117.1	110.5	21.05
Montgomery	167.7	102.7	96.9	14.36

Arizona

★ Phoenix	201.8	111.5	105.2	109.49
Tucson	203.0	115.9	109.3	34.82

Tucson	203.4	102.5	96.7	18.00
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Arkansas

Fort Smith	130.4	101.3	95.6	116.67
Little Rock	145.4	100.6	94.9	7.47

Little Rock	148.7	101.3	95.6	20.61
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California

★ Bakersfield	183.0	108.1	102.0	1,652.74
★ Berkeley	152.7	106.5	100.5	12.99
Fresno	159.9	102.8	97.0	24.60
★ Long Beach	192.2	110.1	103.9	49.12
★ Los Angeles	165.6	106.1	100.1	322.98
★ Oakland	135.3	110.0	103.8	61.15
Pasadena	147.4	105.8	99.8	23.19
★ Riverside	215.1	112.1	105.8	11.40
★ Sacramento	208.7	115.3	108.8	40.95
San Bernardino	172.1	99.3	93.7	14.11
★ San Diego	220.8	127.2	120.0	67.11
San Francisco	124.2	105.9	99.9	106.25
★ San Jose	250.3	124.2	117.2	30.64
Santa Ana	241.9	102.1	96.3	13.89
★ Santa Barbara	141.5	106.4	102.3	8.52
★ Stockton	147.5	106.0	100.0	16.08
Ventura	111.9	100.2	94.5	5.26

Colorado

Colorado Springs	164.5	106.6	100.6	170.48
Denver	266.9	100.5	94.8	12.73
Pueblo	163.5	107.0	100.9	68.94

★ Pueblo	181.3	109.8	103.6	9.88
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NEW LONDON Retail Sales Are Highest— Again!

For the 3rd year running, New London has the highest family average Retail Sales of any Connecticut city with a population of 25,000 or more—with a "whopping-big" \$8261 per family! (SM '57 Survey)

Cover this isolated 61,547 ABC City Zone easily, surely in *The Day*—New London's only daily.

The Day

NEW LONDON, CONNECTICUT
National Representatives:
GILMAN, NICOLL & RUTHMAN

27,500 Home-Conscious Families with **\$8,846** Income

The Norwalk area represents American modern living at its best—prosperous homes with plenty of money—\$243,268,000—for all the modern comforts.

Retail sales of \$150,340,000 average \$5,474 per family.

You can sell the Norwalk market thoroughly, profitably, with the Hour . . . the family newspaper that's part of all buying decisions.

The Norwalk Hour

NORWALK, CONN.

96% Coverage of A.B.C.
City Zone (60,425)

57% Coverage of
The Trading Area

Represented by
The Julius Mathews Special Agency, Inc.

HIGH SPOT CITIES RETAIL SALES FORECAST:

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.

FOR JULY, 1957 •



RETAIL SALES FORECAST

(S.M. Forecast for July, 1957)

City	City			\$
	Index	City	Natl.	
	1957	1957	1957	
	vs.	vs.	vs.	July
	1948	1956	1956	1957

Connecticut	172.5	107.5	101.4	275.69
Bridgeport	130.6	104.2	98.3	22.39
★ Hartford	156.0	114.1	107.6	34.13
★ Middletown	166.8	119.7	112.9	4.62
★ Meriden				
Wallingford	161.3	106.2	100.2	7.81
New Haven	149.5	105.3	99.3	25.29
★ New London	176.1	113.9	107.5	6.87
Norwich	172.6	104.9	99.0	4.97
Stamford	189.4	100.1	94.4	12.69
Waterbury	149.5	99.5	93.9	13.54

Delaware	148.5	105.4	99.4	46.24
Wilmington	146.4	105.2	99.2	22.44

District of Columbia	119.9	101.1	95.4	110.51
Washington	119.9	101.1	95.4	110.51

Florida	250.3	113.4	107.0	482.93
★ Fort Lauderdale	354.1	109.3	103.1	17.60
Jacksonville	187.0	103.7	97.8	38.40
★ Miami	230.8	116.2	109.6	73.94
★ Orlando	281.0	119.3	112.5	19.76
★ Pensacola	247.6	110.3	104.1	11.61
★ St. Petersburg	261.8	116.9	110.3	24.67
★ Tampa	259.6	114.3	107.8	34.37

Georgia	167.3	104.0	98.1	291.08
Albany	191.6	105.0	99.1	5.81
Atlanta	171.7	103.5	97.6	74.86
Augusta	170.8	97.1	91.6	11.70
Columbus	151.9	98.5	92.9	11.60
Macon	161.1	98.5	92.9	11.13
★ Savannah	178.6	117.2	110.6	16.09

Hawaii	167.3	104.0	98.1	291.08
★ Honolulu	144.6	110.3	104.1	29.06

Idaho	133.3	107.4	101.3	63.94
★ Boise	157.1	107.2	101.1	8.50

Illinois	141.9	103.7	97.8	1,026.06
Bloomington	123.5	102.8	97.0	5.82
Champaign				
Urbana	136.2	104.2	98.3	8.57
Chicago	130.6	103.2	97.4	467.20
Danville	130.3	101.4	95.7	6.26



"Our Drug Sales are something to talk about."

\$4,543,000 DRUG SALES

Sales in Stamford's drug stores are 47% above average volume! You're bound to get your full share of this plus volume when you use the Advocate's 97% unmatched coverage of Stamford homes. It's the only way . . . and the sure way.

Stamford Advocate STAMFORD, CONN.

Represented by
The Julius Mathews Special Agency, Inc.

MIDDLETON \$1,004 Family Food Sales

Metropolitan Middletown families spend an average of \$4,567 in retail stores—\$1,004 for food alone.

They buy big now, can buy even more. After all shopping needs are met, they still have \$2,206 of unspent income!

Whether you're selling food staples or food specialties, you can always sell more food in Metropolitan Middletown. The PRESS alone makes your advertising an influence with these preferred families. It is read daily in better than 70% of the market's homes—a degree of coverage and penetration no combination of outside newspapers can come anywhere near equaling.

You ALWAYS Get MORE in MIDDLETOWN

THE MIDDLETON PRESS

MIDDLETON, CONN.

Represented by
The Julius Mathews Special Agency

THIS Is Eastern Connecticut

\$29,932,000

Market for

Household Equipment

and Furnishings

Eastern Connecticut is a responsive market for most household products—from colored light bulbs to refrigerators and air conditioners. Its 49,000 families spend over \$29 million for general merchandise, furniture, appliances, household goods.

When mapping your plans to sell Eastern Connecticut, remember—it's isolated, can't be sold by the fringe of outside circulation. The Norwich Bulletin alone gives you a broad solid impact on its busy pocketbooks.

Norwich Bulletin
and **Norwich Bulletin-Record (Sunday's)**

NORWICH, CONN.

Bulletin Sunday Record
24,487 Daily 20,629

Represented by
The Julius Mathews Special Agency, Inc.

Maine's Busiest Shopping Routes Cover a \$27,693,000 FOOD MARKET

Maine's retail activity hits its full stride in Waterville—trade center of a 3-county area. Sales are almost double average volume. Food sales, for example, are 84% above par!

Waterville and its \$27,693,000 food market is loaded with sales—and you can sell it easily by scheduling the Sentinel. It covers Waterville completely, does a thorough job of covering the families along Maine's busiest shopping routes—reaches 60% of the homes in the entire market.

Waterville Sentinel
WATERVILLE, MAINE

Represented by
The Julius Mathews Special Agency, Inc.

JULY 5, 1957

HIGH SPOT CITIES
RETAIL SALES FORECAST

See the Survey of Buying Power for full population, sales and income data on these cities.

FOR JULY, 1957 *



RETAIL SALES FORECAST
(S.M. Forecast for July, 1957)

City	City	Na'l.	Index	Index	Index	\$
1957	1957	1957	vs.	vs.	vs.	(Million)
1948	1956	1956			July	
					1957	

Illinois (cont'd.)

Decatur	156.0	102.4	96.6	11.77
★ East St. Louis.	167.3	111.4	105.1	11.81
★ Moline-Rock Island-				
E. Moline ..	140.2	109.0	102.8	13.17

Pearl	134.9	102.2	96.4	18.33
Rockford	166.9	105.0	99.1	18.80
★ Springfield ...	143.3	106.3	100.3	14.69

Indiana	143.9	103.8	97.9	417.48
★ Evansville ...	148.3	110.2	104.0	17.10
Fort Wayne ...	139.0	100.7	95.0	19.78
Gary	158.1	104.1	98.2	18.40
Indianapolis ...	147.9	103.1	97.3	71.00
★ Lafayette	134.6	108.3	102.2	5.93
Muncie	149.8	101.8	96.0	8.19
South Bend ...	118.2	101.3	95.6	16.57
Terre Haute ...	123.9	104.5	98.7	9.73

Iowa	127.9	103.2	97.4	269.30
Cedar Rapids ..	142.4	101.2	95.5	11.75
Davenport ...	135.3	104.9	99.0	11.68
Des Moines ...	130.7	102.9	97.1	26.75
Dubuque	114.1	103.8	97.9	5.85
Sioux City ...	123.4	100.9	95.2	11.57
Waterloo	133.1	105.8	99.8	9.34

Kansas	137.6	104.1	98.2	192.05
Hutchinson ...	117.9	100.1	94.4	5.12
Kansas City ...	141.2	99.7	94.1	12.59
Topeka	170.2	104.2	98.3	12.97
★ Wichita	197.3	106.1	100.1	32.95

Kentucky	143.7	102.6	96.8	198.05
★ Lexington ...	140.7	111.3	105.0	11.46
Louisville	149.4	100.0	94.3	50.00
Paducah	150.7	105.7	99.7	5.20

Louisiana	174.9	108.9	102.7	242.60
★ Baton Rouge ..	217.6	113.2	106.8	21.04
Lake Charles .	228.1	104.7	98.8	8.42
★ Monroe,				
West Monroe.	173.3	109.7	103.5	8.79
★ New Orleans ..	162.5	109.7	103.5	68.19
Shreveport	156.8	101.8	96.0	19.80

Maine	138.8	102.8	97.0	85.31
★ Bangor	150.4	106.6	100.6	6.56

**Good Beginning
— with a
\$99 MILLION
Ending**

\$99,442,000 of retail sales add up to a mighty important market—10% of Maine's total retail sales, the fourth largest county market in the state.

To sell York county thoroughly, start by capturing its primary sales concentration — Biddeford-Saco's \$41,216,000 volume . . . 41% of the county's total sales.

The Biddeford Journal is the only newspaper that ties your selling efforts in with local consumers and dealers. It's a marketwide daily reading habit—a must in 90% of Biddeford-Saco homes.

**THE BIDDEFORD
JOURNAL**
BIDDEFORD, MAINE

Represented by
The Julius Mathews Special Agency, Inc.

**How Are
YOUR Car Sales
in Kennebec County?**

Automotive sales in Kennebec county average \$795 per family—\$105 above the national average.

To get your full share of the county's \$18,362,000 automotive sales, start with the county's basic advertising medium—the Augusta Kennebec Journal. It saturates Augusta (state capital and county seat) and blankets the greater part of the county . . . your green light to fast automotive volume.


**AUGUSTA
KENNEBEC JOURNAL
AUGUSTA, MAINE**

Represented by *The Julius Mathews Special Agency, Inc.*

IN THE STATE-SIZE
PORTLAND, MAINE
MARKET

554,300 People

Buy 18% More Food per Person

Portland is a mass food market—a 9-county sales area with more than a half-million prospective users of your brand . . . a larger market than some states.

And they spend much more for food than the average American consumer. Their family food purchases average \$1,061. That's \$172 above average . . . and it tops the family food-purchasing averages of 47 states.



NINE-COUNTY SALES AREA

161,300 FAMILIES
\$1,061 PER FAMILY FOOD SALES
\$171,137,000 FOOD SALES

PORTLAND, MAINE
NEWSPAPERS

PRESS HERALD

EVENING EXPRESS

SUNDAY TELEGRAM

78,688 DAILY

93,222 SUNDAY

Represented by The Julius Mathews Special Agency, Inc.

HIGH SPOT CITIES

RETAIL SALES FORECAST:

See the Survey of
 Buying Power for
 full population, sales
 and income data
 on these cities.



FOR JULY, 1957

RETAIL SALES FORECAST
 (S.M. Forecast for July, 1957)

City	City	Nat'l.	\$
Index	Index	Index	(Million)
1957	1957	1957	July
vs.	vs.	vs.	1957
1948	1956	1956	1957

Maine (cont'd.)

Lewiston-Auburn	127.0	100.5	94.8	6.97
Portland	135.4	101.8	96.0	12.27

Maryland

Baltimore	144.6	106.2	100.2	267.01
Cumberland	127.8	107.8	101.7	5.71
Hagerstown	166.0	102.1	96.3	6.58

Massachusetts

Boston	146.8	102.9	97.1	507.19
Brockton	132.2	100.0	94.3	116.51
Fall River	135.2	101.7	95.9	7.79
Holyoke	115.8	99.2	93.6	9.77
Lawrence	142.3	105.3	99.3	6.84
Lowell	140.5	118.5	111.8	10.68
Lynn	128.8	107.9	101.8	9.65
New Bedford	130.0	104.1	98.2	10.61
Pittsfield	123.9	100.1	94.4	10.77
Salem	144.6	104.6	98.7	7.26
Springfield	136.9	102.5	96.7	6.08
Worcester	140.9	102.2	96.4	22.64
	138.8	108.0	101.9	25.48

Michigan

Battle Creek	158.3	104.0	98.1	768.42
Bay City	135.2	102.1	96.3	7.96
Detroit	157.9	106.4	102.3	8.02
Flint	136.3	105.3	99.3	233.92
Grand Rapids	172.2	96.0	90.6	27.67
Jackson	152.1	102.2	96.4	29.70
Kalamazoo	146.6	102.1	96.3	9.53
Lansing	173.3	106.7	100.7	13.99
Muskegon	152.4	97.6	92.1	17.56
Pontiac	152.5	103.0	97.2	9.21
Port Huron	196.0	109.0	102.8	14.74
Royal Oak	138.9	99.9	94.2	6.01
Ferndale	223.4	101.1	95.4	15.10
Saginaw	158.5	103.4	97.5	13.63

Minnesota

Duluth	132.1	103.7	97.8	313.98
Minneapolis	130.1	105.5	99.5	13.00
St. Paul	130.2	104.3	98.4	76.80
	121.8	101.4	95.7	40.21

HIGH SPOT CITIES RETAIL SALES FORECAST

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.

FOR JULY, 1957 •



RETAIL SALES FORECAST (S.M., Forecast for July, 1957)

	City	City	Nat'l.	
City	City	Nat'l.		\$
Index	Index	Index		(Million)
1957	1957	1957		
vs.	vs.	vs.		July
1948	1956	1956		1957

Mississippi	145.2	101.2	95.5	120.90
Jackson	163.0	100.6	94.9	13.58
Meridian	155.3	102.3	96.5	5.16

Missouri	139.4	103.7	97.8	407.56
Joplin	132.9	105.4	99.4	5.75
Kansas City	121.5	14.3	98.4	74.57
St. Joseph	125.4	104.4	98.5	8.47
St. Louis	126.2	102.5	96.7	101.03
Springfield	145.3	106.0	100.0	10.30

Montana	138.7	104.1	98.2	68.94
Billings	152.4	100.2	94.5	7.28
Butte	136.9	99.0	93.4	5.44
Great Falls	157.0	111.1	104.8	7.63

Nebraska	124.1	100.8	95.1	134.85
Lincoln	132.4	101.5	95.8	12.95
Omaha	131.5	100.3	94.6	33.23

Nevada	219.5	109.4	103.2	36.37
Reno	185.5	109.2	103.0	11.02

New Hampshire	147.6	106.0	100.0	56.38
Manchester	144.9	107.4	101.3	-10.12
Nashua	150.7	102.2	96.4	4.51

New Jersey	159.5	106.1	100.1	579.47
Atlantic City	118.4	99.6	94.0	11.47
Camden	131.6	99.7	94.1	15.09
Elizabeth	131.2	103.6	97.7	13.00
Jersey City	116.2	99.2	93.6	26.52
Hoboken	124.6	105.7	99.7	59.19

RETAIL SALES FORECAST

(S.M., Forecast for July, 1957)

City	City	Nat'l.	
Index	Index	Index	\$
1957	1957	1957	(Million)
vs.	vs.	vs.	July
1948	1956	1956	1957

New Jersey (cont'd.)

★ Passaic-Clifton	164.7	111.6	105.3	18.05
★ Paterson	136.1	111.6	105.3	20.41
★ Trenton	179.8	112.8	106.4	24.55

New Mexico	215.9	114.1	107.6	84.91
★ Albuquerque	282.2	113.9	107.5	26.33

New York

★ Albany	137.8	108.9	102.7	20.59
Binghamton	120.8	99.2	93.6	11.15
Buffalo	135.6	105.3	99.3	73.29
Elmira	125.3	99.1	93.5	7.48
★ Hempstead				
Township	267.4	106.1	100.1	88.00
Jamestown	122.7	104.3	98.4	5.90
New York	125.2	104.4	98.5	824.00
★ Niagara Falls	157.6	111.7	105.4	12.59
Poughkeepsie	152.7	105.6	99.6	8.28
★ Rochester	148.2	106.1	100.1	50.75
Rome	171.4	108.8	102.6	5.09
Schenectady	130.7	100.6	94.9	13.80
Syracuse	135.8	105.4	99.4	31.61
Troy	116.7	102.6	96.8	9.03
Utica	127.4	105.7	99.7	12.56

North Carolina

Asheville	182.8	104.5	98.6	338.63
Charlotte	155.1	103.8	97.9	10.20
Durham	182.5	100.5	94.8	25.55
★ Greensboro	194.4	109.7	103.5	20.06
High Point	215.8	102.7	96.9	6.80
★ Raleigh	194.3	109.8	103.6	13.23
Salisbury	184.3	100.6	94.9	4.61
Wilmington	174.1	100.6	94.9	6.67
Winston-Salem	201.5	101.8	96.0	14.51

North Dakota

★ Fargo	121.0	107.3	101.2	60.92
	136.2	107.1	101.0	7.57

Ohio

★ Akron	164.4	104.8	98.9	987.04
Canton	117.2	111.2	104.9	43.57
Cincinnati	145.3	100.0	94.3	18.02
★ Cleveland	147.0	106.4	100.4	139.78
★ Columbus	175.0	108.5	102.4	66.05
Dayton	168.8	103.0	97.2	47.24

Only ONE SIDE to THIS Story

There's only one side to the Little Falls story — the *inside*. You can't influence its \$43,768,-000 buying power with the thin overflow of outside circulation.

You need the Little Falls Times — edited exclusively for the market's 9,000 families . . . only newspaper that can get your advertising read inside most of the market's homes.

Without the *inside* approach of the Times, you're not selling the Little Falls market — \$31,780,-000 retail sales, \$8,760,000 food, \$5,180,000 automotive sales.

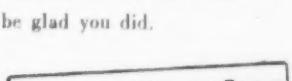
Little Falls Times

LITTLE FALLS, N. Y.

Represented by
The Julius Mathews Special Agency, Inc.

A Great Newspaper in a Great Market

A fact which you can learn, with profitable pleasure, by giving the Salisbury Post a trial. It's the only newspaper in the market. All outside state metropolitan papers combined give you but a fraction over 3000 circulation in the whole of Rowan County. The Post gives you over 17,000 responsive, able potential customers. Try the Post. You'll be glad you did.



Published in the Tri-Cities
Salisbury—Spencer—East Spencer

Post Office:

SALISBURY, NORTH CAROLINA

ELYRIA

\$373,929,000

BUYING POWER

Metropolitan Elyria ranks 116th in population among the nation's 262 Metropolitan areas—101st in total buying power and 35th in family income.

Big pay envelopes in the growing "ruhr of America" offer greater sales opportunities for you. Advertisers now selling this fast-growing market know that the Chronicle-Telegram is the medium for translating this buying power into retail sales.

Chronicle-Telegram

"The Family Newspaper"

ELYRIA, OHIO

Circulation 22,094 ABC 9/30/56
DOUBLE the Number of City Families

Represented by
The Julius Mathews Special Agency, Inc.

Many Prefer ALTOONA TEST TOWN Pennsylvania

Each year more firms and advertising agencies choose Altoona, Pa. for their test campaigns. Altoona is the center of a market with 135,400 population. With this group the Mirror has 75% coverage, and in the City proper 98% coverage. While Altoona has the largest railroad shops in the world, there are many other industries, now busy, now giving our people top weekly pay checks. Last year Altoona's income per family was \$6,091.

Whether you are seeking a better test market or want to expand your present sales, examine carefully the many advantages of using the Altoona Mirror.

May we send you our latest data on Altoona?

Altoona Mirror

Altoona's Only Evening Newspaper
Richard E. Beeler, Advertising Manager

HIGH SPOT CITIES RETAIL SALES FORECAST

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.

FOR JULY, 1957 •



RETAIL SALES FORECAST (S.M. Forecast for July, 1957)

	City	City	Nat'l.	City
	Index	Index	Index	\$
	1957	1957	1957	(Million)
	vs.	vs.	vs.	July
1948	1956	1956	1957	1957

Ohio (cont'd.)

Elyria	158.3	98.9	93.3	5.43
Hamilton	179.4	101.2	95.5	10.08
Lima	155.8	104.4	98.5	8.96
★ Lorain	171.3	107.1	101.0	8.00
Mansfield	173.9	99.4	93.8	9.30
Middletown	152.7	97.2	91.7	5.56
Portsmouth	146.8	100.0	94.3	6.02
Springfield	155.5	101.7	95.9	11.99
Steubenville	173.9	98.6	93.0	7.58
Toledo	137.4	100.7	95.0	43.42
★ Warren	180.3	106.5	100.5	9.92
★ Youngstown ...	164.2	108.5	102.4	28.65
Zanesville	146.9	100.9	95.2	6.19

Oklahoma	148.6	106.2	100.2	200.69
★ Bartlesville ...	187.8	114.4	107.9	3.51
★ Muskogee	150.3	113.4	107.0	4.57
Oklahoma City	168.9	102.5	96.7	40.08
★ Tulsa	176.8	108.5	102.4	33.11
Oregon	145.6	112.0	105.7	191.56
Eugene	130.1	96.9	91.4	8.54
★ Portland	143.4	113.8	107.4	67.89
★ Salem	138.6	111.2	104.9	8.56

Pennsylvania	138.3	104.3	98.4	1,016.90
Allentown	139.0	104.4	98.5	16.28
Altoona	116.4	103.4	97.5	7.41
Bethlehem	131.4	103.0	97.2	6.73
Chester	151.8	105.2	99.2	9.87
Erie	132.4	102.2	96.4	17.31
Harrisburg	144.4	102.7	96.9	16.59
Hazleton	116.1	102.6	96.8	3.98
★ Johnstown ...	131.8	106.4	100.4	9.72
Lancaster	154.8	104.2	98.3	11.51
★ Norristown	182.0	108.8	102.6	6.63
Oil City	105.5	105.5	99.5	2.27
Philadelphia ...	129.9	101.4	95.7	222.44
★ Pittsburgh	134.4	112.7	106.3	96.03
Reading	124.0	98.7	93.1	14.13
Scranton	111.8	101.1	95.4	12.50
Wilkes-Barre ...	106.9	102.5	96.7	9.37
Williamsport ...	128.9	103.7	97.8	6.30
York	160.7	98.9	93.3	10.67
Sharon	122.8	99.7	94.1	4.45

Rhode Island	132.7	102.1	96.3	76.43
Providence	117.8	103.0	97.2	31.12
Woonsocket ...	109.1	98.7	93.1	4.68
Newport	139.7	97.0	96.0	3.49

Don't miss the 3rd!



...above all don't miss
**Penn's 3rd
largest market!**

You'll be missing your share of \$80.5 million a year in retail sales if you miss the Bethlehem families that make up Penn's 3rd largest market—Bethlehem-Allentown! And it takes the GLOBE-TIMES to do the job right. (All other papers combined don't reach even ½ of them!) Are you missing them . . . or reaching them?

The Bethlehem Globe-Times

Roland L. Adams, Publisher
Gallagher-DeLisser, Inc., National Representatives

Plus +

Readability!

Effective in August,
THE CALL will change to
a new 9-column page format.
Column width will be 11 ems,
with new body type of 8-point
on a 9-point slug.

Results will be: greater
readability, more forceful
impact throughout the 100,-
000—Plus market of Woon-
socket and surrounding com-
munities for advertisers in
the modern-as-tomorrow
Woonsocket Call.

WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman
Affiliated: WWON, WWON-FM

COVERS RHODE ISLAND'S
PLUS + MARKET

HIGH SPOT CITIES RETAIL SALES FORECAST

See the Survey of
Buying Power for
full population, sales
and income data
on these cities.

FOR JULY, 1957



RETAIL SALES FORECAST (S.M. Forecast for July, 1957)

	City			
	City	City	Nat'l.	
	Index	Index	Index	\$
1957	1957	1957	(Million)	
vs.	vs.	vs.	July	
1948	1956	1956	1957	

South Carolina

154.4	104.2	98.3	146.11
★ Charleston	161.9	106.5	100.5
★ Columbia	165.5	106.4	100.4
Greenville	154.1	100.5	94.8
Spartanburg	116.9	100.5	94.8

South Dakota

107.4	101.9	96.1	55.19
Aberdeen	96.6	103.7	97.8
Sioux Falls	117.5	101.0	95.3
Rapid City	172.2	101.7	95.9

Tennessee

149.3	105.3	99.3	256.95
Chattanooga	152.4	102.6	96.8
Knoxville	135.5	98.7	93.1
★ Memphis	150.5	108.1	102.0
Nashville	162.2	105.3	99.3

Texas

161.2	106.9	100.8	866.06
Abilene	143.9	100.9	95.2
★ Amarillo	170.6	108.0	101.9
★ Austin	162.7	108.7	102.5
★ Beaumont	152.8	111.3	105.0
★ Corpus Christi	193.1	109.3	103.1
Dallas	178.7	105.2	99.2
★ El Paso	200.4	111.0	104.7
★ Fort Worth	163.1	107.0	100.9
★ Galveston	126.8	116.7	110.1

NEWPORT

RHODE ISLAND'S RICHEST MARKET

The Newport market is largely Newport City—where 61% of the county's people live, and have 66% of its income . . . for a family average of \$8,063. The Daily News covers the city 100%—Newport county 63%. Rhode Island's richest market is isolated, beyond the effective reach of outside newspapers—can be reached and sold . . . thoroughly . . . only by the Daily News.

The Newport Daily News

Newport County's Only Daily

Largest Circulation

In Southern Rhode Island

Represented by

The Julius Mathews Special Agency, Inc.

JULY 5, 1957

RETAIL SALES FORECAST (S.M. Forecast for July, 1957)

	City	City	Nat'l.	
	Index	Index	Index	\$
1957	1957	1957	1957	(Million)
vs.	vs.	vs.	July	
1948	1956	1956	1957	

Texas (cont'd.)

★ Houston	185.8	107.8	101.7	106.09
★ Laredo	135.9	106.6	100.6	4.30
★ Lubbock	177.7	109.4	103.2	15.34
★ Port Arthur	166.5	111.0	104.7	8.56
San Angelo	148.0	101.5	95.8	7.04
San Antonio	157.5	103.6	97.7	49.25
Texarkana	122.9	99.9	94.2	5.18
Tyler	153.2	104.5	98.6	7.00
Waco	146.2	102.0	97.2	11.82
Wichita Falls	151.6	99.0	93.4	9.22

Utah

161.1	109.8	103.6	76.95
★ Ogden	156.0	112.4	106.0
★ Salt Lake City	178.8	108.8	102.6

Vermon

135.3	107.6	101.5	37.25
★ Burlington	139.4	108.0	101.9
★ Rutland	126.7	106.3	100.3

Virginia

160.6	105.2	99.2	293.35
★ Danville	134.2	107.5	101.4
Lynchburg	127.7	100.3	94.6
Newport News	132.1	100.5	94.8
Norfolk	160.7	104.3	98.4
Portsmouth	159.4	102.3	96.5
★ Richmond	137.5	108.0	101.9
Roanoke	134.9	104.1	98.2

Washington

143.5	103.4	97.5	262.19
Bellingham	92.2	104.5	98.6
Everett	126.5	99.0	93.4
Seattle	152.5	103.5	97.6
★ Spokane	156.4	106.7	100.7
Tacoma	142.5	99.2	93.6
Yakima	125.5	103.1	97.3

West Virginia

133.4	106.1	100.1	141.36
Charleston	137.8	105.4	99.4
★ Huntington	154.7	106.6	100.6
★ Wheeling	137.0	106.0	100.0

Wisconsin

141.8	106.2	100.2	375.56
★ Appleton	181.8	120.9	114.1
★ Beloit-Janesville	151.0	109.2	103.0
★ Green Bay	159.9	107.3	101.2
Kenosha	130.3	96.5	91.0
La Crosse	137.8	100.6	94.9
Madison	155.2	101.2	95.5
★ Milwaukee	142.8	106.4	100.4
Oshkosh	124.4	100.8	95.1
Racine	126.5	103.7	97.8
★ Sheboygan	137.0	108.8	102.6
Superior	129.5	111.1	104.8

Wyoming

137.7	109.1	102.9	35.12
★ Casper	185.5	112.5	106.1
Cheyenne	152.7	104.9	99.0

RETAIL SALES FORECAST

(S.M. Forecast for July, 1957)

	City	City	Nat'l.	
	Index	Index	Index	\$
1957	1957	1957	1957	(Million)
vs.	vs.	vs.	July	
1948	1956	1956	1957	

Canada

147.7	108.0	100.0	1,279.90
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Alberta

★ Calgary	184.9	138.4	128.2	27.57
Edmonton	140.2	106.4	98.5	24.55

British Columbia

★ Vancouver	163.6	108.2	100.2	62.66
★ Victoria	161.8	114.8	106.3	12.27

Manitoba

Winnipeg	116.6	102.1	94.5	29.86
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New Brunswick

Saint John	136.6	104.7	97.0	6.28
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Nova Scotia

Halifax	141.7	104.1	96.4	11.71
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Ontario

Hamilton	135.4	105.6	97.8	25.63
London	138.0	105.9	98.1	14.39
Ottawa	128.5	106.5	98.6	22.12
★ Toronto	155.5	110.2	102.0	128.98
Windsor	122.1	97.3	90.1	13.21

Quebec

Montreal	149.8	106.5	98.6	126.03
Quebec	136.4	104.5	96.8	18.37

ANOTHER NEW ADVERTISER IN TODAY'S Tide

Aviation Age joined the growing ranks of new Tide advertisers last fall . . . has renewed this year with increased Space. Aviation Age is taking full advantage of Tide's rapidly increasing influence and authority among industrial advertising executives.

Tide

The Magazine for Advertising Executives
386 Fourth Ave., New York 16, N.Y.

NEVADA CONFIDENTIAL

Only one state can be first, and when it comes to retail sales Nevada is pleased to claim the honor. Retail sales for 1956 are reported at \$4928 per household, more than one-fourth ahead of the national average and leading all other states. Really no surprise with the Reno Metropolitan Area (Washoe County) racking up \$5205 and the Las Vegas Metropolitan Area (Clark County) registering \$5201, 6th and 7th among all the nation's metropolitan areas. Makes Nevada a prime target when you're selling consumer goods of any kind; makes product advertising mighty productive, too.

For complete market analysis of Nevada see your nearest Western Dailies or John E. Pearson Co. office, or write one of these basic Nevada advertising buys . . .

LAS VEGAS
REVIEW-JOURNAL • KORK-AM
KL RJ-TV from HENDERSON

RENO ♦ **ELY**
KOLO-TV • KOLO-AM ♦ TIMES

Attention! MAGAZINE PUBLISHERS

We offer you full facilities plus centralized location for printing, binding and mailing your periodical publication, either sheet-fed multi-color letterpress, offset or web-fed offset. Ample paper supplies available.

For detailed information, write

M. F. A. Publishing Department
204 South 7th, Columbia, Missouri

**SALESMEN
WANTED**

\$10,000 REWARD

Somewhere there are a few salesmen with abilities as unique as this thumbprint. Dissatisfied where they are, they seek the challenge of a \$10,000 to \$20,000 sales opportunity. We are over 50 years old, highly rated and the leaders in the fields of human relations training and sales building. We have a few protected territories where outstanding men can find themselves and realize their true earnings potential selling our services to top executives. All replies held in strict confidence. Write Mr. A. C. Brown for details.

THE STEVENS-DAVIS CO.
600 W. Jackson Blvd., Chicago, Ill.

SALES GAINS AND LOSSES

An impressive 181% increase in sales over the same six months period last year by Air Products, Inc. leads the following list of sales gain and loss reports. Sales jumped from \$5.4 million a year ago to \$15.2 million for this manufacturer of low temperature processing equipment. In second place, percentage gain-wise, is Litton Industries, Inc. with an 89% gain for nine months. Litton sales increased from \$10.7 million in 1956 to \$20.3 million.

Overall, 20 firms reported sales gains of from 10% to 20%, six showed increases of 20% to 40%, ten chalked up 40% to 60% gains, and three topped the 60% increase mark.

Key: f — fiscal year.

Company	Period	1957	1956	Company	Period	1957	1956
Acme Industries, Inc.	9 mo.	6.2	5.4	Induction Motors Corp.	yr.	2.4	1.6
Air Products, Inc.	6 mo.	15.2	5.4	Intl. Harvester Co.	6 mo.	553.1	609.3
Alco Products, Inc.	3 mo.	45.3	30.9				
Allis (Louis) Co.	3 mo.	9.9	9.0				
Allison Steel Mfg. Co.	yr.	7.9	6.6	Jacobs (F. L.) Co.	3 mo.	4.7	4.9
American Aggregates Corp.	yr.	20.3	18.1				
American Distilling Co.	6 mo.	9.3	9.1	King Seeley Corp.	3 mo.	10.2	9.9
American & Efird Mills, Inc.	yr.	30.5	33.5	Kropp Forge Co.	9 mo.	15.8	13.2
Baldwin-Hill Co.	yr.	9.3	8.9	Lee Rubber & Tire Corp.	6 mo.	21.8	21.5
Beaunit Mills, Inc.	f.	111.8	108.1	Litton Industries, Inc.	9 mo.	20.3	10.7
Brad Foote Gear Works, Inc.	6 mo.	5.3	2.9	MacMillan & Bloedel, Ltd.	3 mo.	41.6	45.3
Bright (T.G.) & Co., Ltd.	yr.	4.3	3.8	McDermott (J. Ray) & Co.	yr.	57.3	38.7
Brown Shoe Co.	6 mo.	117.9	109.2	Michigan Seamless Tube Co.	6 mo.	7.6	6.1
Burgess Battery Co.	yr.	16.0	14.3	Micromatic Hone Corp.	9 mo.	8.3	10.2
Burndy Corp.	9 mo.	17.3	14.9	Minneapolis-Moline Co.	6 mo.	25.1	30.2
Camco, Inc.	9 mo.	3.7	2.4	Modine Mfg. Co.	yr.	25.6	28.4
Carson Pirie Scott & Co.	13 wks.	22.6	20.0	Morrell, John & Co.	6 mo.	184.5	164.5
Case (J. I.) Co.	6 mo.	42.9	35.5	Muntz TV, Inc.	6 mo.	3.8	6.2
Cherry-Burrell Corp.	6 mo.	16.0	15.8	National-U.S. Radiator Co.	yr.	52.8	54.6
Consolidated Electronics Industries	6 mo.	14.8	13.7	Northwestern Steel & Wire	3 mo.	20.2	21.6
Cooper Tire & Rubber Co.	3 mo.	5.2	5.4	Penn Fruit Co.	9 mo.	101.8	93.3
Cudahy Packing Co.	6 mo.	158.3	138.9	Perkin-Elmer Corp.	3 mo.	3.5	2.7
Curtiss-Wright Corp.	3 mo.	147.4	132.6	Republic Supply Co. of Calif.	6 mo.	15.9	15.2
Daystrom, Inc.	f.	74.4	63.1	Rohr Aircraft Corp.	9 mo.	85.1	68.9
Deere & Co.	6 mo.	201.4	143.5	Rome Cable Corp.	yr.	52.7	56.9
Electrol, Inc.	yr.	4.4	3.9	Schuster (Ed.) & Co.	53 wks.	48.9	43.3
Elgin National Watch Co.	yr.	42.4	51.4	Servel, Inc.	6 mo.	9.2	23.2
Factor (Max) & Co.	3 mo.	10.5	6.6	Skenandoa Rayon Corp.	yr.	6.9	7.2
Fellers Co.	3 mo.	1.7	1.8	Sperry Rand Corp.	f.	871.0	710.6
Firestone Tire & Rubber Co.	6 mo.	550.4	532.0	Stahl-Meyer, Inc.	28 wks.	10.6	9.7
Fluor Corp., Ltd.	6 mo.	75.6	48.5	Standard Commercial Tobacco Co., Inc.	yr.	4.8	5.3
Four Wheel Drive Auto Co.	3 mo.	5.4	5.3	Standard Tube Co.	3 mo.	3.4	2.4
General Controls Co.	3 mo.	6.7	7.3	Sunbeam Corp.	f.	121.8	107.1
General Foods Corp.	f.	971.3	931.1	United States Plywood Corp.	3 mo.	51.7	53.5
General Instrument Corp.	yr.	33.2	28.9				
Green (H.L.) Co., Inc.	3 mo.	23.7	23.3				
Hamilton Watch Co.	3 mo.	4.6	6.2	Varian Associates	6 mo.	7.5	4.7
Hecht Co.	12 mo.	108.0	112.9				
Heppenstall Co.	6 mo.	16.8	12.0	Wentworth Mfg. Co.	6 mo.	4.7	6.5
Hires (Charles E.) Co.	6 mo.	3.3	3.3	West Virginia Pulp & Paper Co.	6 mo.	92.9	95.5
Holly Sugar Corp.	yr.	57.4	51.1	Whirlpool Corp.	3 mo.	112.1	95.0
Hormel (George A.) & Co.	6 mo.	168.3	162.4	Wilson Jones Co.	6 mo.	8.7	8.4
Hoving Corp.	3 mo.	7.8	7.9	Wooster Rubber Co.	6 mo.	9.8	10.0
Hydrometals, Inc.	6 mo.	2.0	2.3				
Hygrade Food Products Corp.	24 wks.	171.0	154.7				

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Sales Management

ADVERTISING SALES

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Randy Brown, Jr.

SALES PROMOTION MANAGER

Philip L. Patterson

Asst. to Vice-President, Sales

Caroline Cioffi

ADV. SERVICE MANAGER

Madeleine Singleton

PRODUCTION MANAGER

Virginia New

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Chicago—C. E. Lovejoy, Jr., Western Advertising Director; W. J. Carmichael, Western Sales Manager; Thomas S. Turner, John W. Pearce, 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266; Office Mgr., Vera Lindberg.

Pacific Coast—Warwick S. Carpenter, 15 East de la Guerra, Santa Barbara, Calif., WOodland 2-3612.

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Agency: Benton & Bowles, Inc.	
Tide	81
Agency: Blaco Advertising Agency	
WCBS-TV	24-25
WBDB-TV (Roanoke)	12
Agency: C. N. Snead Advertising Agency	
WHBP (Moline-Rock Island)	46
Agency: Clem T. Hanson Company	
WKY-TV	17
Agency: Grant Advertising, Inc.	
WTVT (Tampa)	10-11
Agency: Grant Advertising, Inc.	
Wall Street Journal	70-71
Agency: Martin K. Speckter Associates, Inc.	
Waterville Sentinel	77
Wheaton Van Lines, Inc.	9
Agency: Poorman, Butler & Associates, Inc.	
Winnebago Newspapers, Inc.	4
Agency: Cummings, Brand & McPherson Advertising	
Woonsocket Call	80
Agency: Gordon Schonfarber & Associates, Inc.	
Young & Rubicam, Inc.	6

IN LOS ANGELES
THEY* SAY
"TIMES, FIRST OF ALL"



*Real Estate
Advertisers
place 51.6%
of ALL their
Los Angeles
metropolitan
newspaper
lineage in
The Times

(The Times ranks first
in 94 of 114 Media
Records classifications.)

Adding 300,000 residents annually, the Los Angeles area is among the most active realty-wise in America. The Times is its marketplace. Last year, this newspaper again led the nation in real estate advertising.

LOS ANGELES
TIMES

Represented by Cresmer & Woodward
New York, Chicago, Atlanta, San Francisco, Detroit

THE SCRATCH PAD

By T. Harry Thompson



Our old friend Anon kicks in with a curtain-raiser via a Cryptogram: "Trouble knocked at the door, but, hearing a laugh within, hurried away."

I liked the mixed-up dog who said psychoanalysis wasn't for him. He isn't allowed up on a couch.

Ever notice how many people use "participate" instead of the simpler "take part"?

A Philadelphia retailer makes good use of a whiskered phrase: "Come in and brouse (sic!). Champagne taste at beer-pocket prices."

The nation's oldest fire-insurance company may have the nation's longest firm-name: "The Philadelphia Contributionship for the Insurance of Houses from Loss by Fire."

The column said some nice things about the slogan, "Say It With Flowers," and I was bowled over to get a beautiful bowl of flowers from John L. Bodett, secretary and general manager of Florists' Telegraph Delivery Association. A note said: "Many thanks for your recognition of our slogan. The accompanying arrangement is a colorful example of how we would like to say 'Thank you.'" And thank *you*, Mr. Bodett.

Dennison Manufacturing's Bill Ingleby says their "Bound to be good" may have predeceased Cummins's "Bound to be read," cited here. Could be, William.

Horace Williams, advertising director of Chicago's Year Book Publishers, clips a couple of quoteworthy items from "Impact," bulletin of the Midwest Pharmaceutical Advertising Club:

"As I sat musing one day, sad and lonely and without a friend, a voice came to me from out of the gloom saying: 'Cheer up! Things could be worse.' So I cheered up and, sure enough, things got worse." And

again: The answer to what to give the girl who has everything: Penicillin.

The same correspondent sends a letter spotted in the *Chi Trib*: "My five-year-old granddaughter Laurie watched with interest the first time she saw her baby sister nursing from her mother. At last, she asked: 'Mama, is the baby getting skin milk?'"

Yankee Maid ham is "manufactured by Bernard S. Pincus Co." You can manufacture ham?

Shouldn't "whiz" be "wiz," a diminutive of "wizard"?

According to Schopenhauer, ordinary people merely *spend* their time, but a person of intellect *uses* his.

All across the land we shout:
"The budget must be cut!"
Except on local projects when
We change our tune to "But!"
—T. H. T. in
The Philadelphia Inquirer

OLD-TIMER: One who remembers that the "AC" in "AC Spark-Plug" originally stood for "Albert Champion."

Name for a tranquilizer, from the Spanish word meaning "well-being": *Bienestar*. Incidentally, Hyman Seiden suggests an even shorter name: "U4EA."

Along that line, my doctor says he is dispensing tranquilizers "like Chiclets" these days. Are we becoming a nation of neurotics?

"Let a fool hold his tongue and he will pass for a sage."—Old saying. And one I can never remember in time.

Your Personal Independence Day

The nation's Independence Day gives me an excuse to ruminate on another and more personal Independence Day . . . that day to which many a worker in the vineyard looks forward with bright hope and eager anticipation.

That is the day when each of us can figuratively tell the boss to go climb a lace curtain, because we have bought a little farm in Vermont, a ranch-house in Florida, or something similar in Southern California.

However, before any of us rushes into this Independence Day-dream, it might be well to mull the words of an ex-President who still puts in a ten-hour day at the age of 82. He says work will keep you from boring others with tales of your aches and pains.

Another thing: How much golf can you play, day after day? How much fishing can you take, unless you're a commercial fisherman and in it for money? How much napping can you do, or reading, or rocking?

I don't know, because I think I'd go nuts if I didn't have something to put my alleged mind on. I'm just asking if Independence Day is all the estate-planners have cracked it up to be?

Sure, I believe in loafing as much as the next fellow. But, vacation after vacation, in spite of feckless protestations, I am secretly glad to get back to the grind. The hardest work in the world is doing nothing!

INCENTIVE PROGRAMS

*to increase sales, boost morale
and promote good will...
planned, printed, merchandised*

Many of the nation's largest users of premiums and incentive prizes (as well as thousands of lesser known companies) look to John Plain for their promotional programs. Usually, John Plain creates the plan, produces the literature and supplies the merchandise prizes.

May we serve you? We always welcome the opportunity to discuss incentive problems and suggest plans for their solution. Ask for the manual shown below. We will be happy to have you call in person, write, phone or use the coupon.

JOHN PLAIN & COMPANY

IN STOCK: 14,000 gifts, homewares, items of apparel and delicious foods from around the world

SHIPPING CAPACITY: 20,000 orders a day, 60 carloads a week...with 2½ hour service every day in the year

Please address Premium and Incentive Division

JOHN PLAIN & COMPANY, 444 W. WASHINGTON ST., CHICAGO 6



Premium and Incentive Division
JOHN PLAIN & COMPANY
444 W. Washington St., Chicago 6

I may be interested in an incentive program using prizes, premiums, trading stamps or tape plans. Send me your literature.

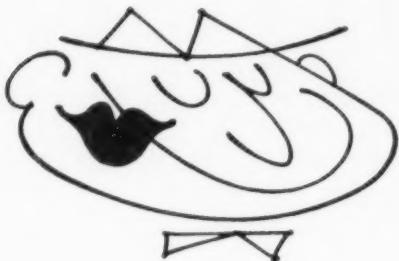
Firm _____

Address _____

City _____

Zone _____ State _____

Attention of _____



Why open the door for women in Chicago?

Young Pete Miller, hands in pockets and pant-legs rolled up, strolled down Main Street and headed for Mr. Young's Lumber Yard, a favorite masculine haunt. Pete loved to go there and listen to men talk man-talk—about laying hardwood floors, and building barns and cellar doors.



And when he grew up, Pete owned some of the biggest, most progressive lumber yards in the whole Chicago area. And sold all sorts of new-fangled things like plywood and roll-away garage doors. But now housewives, as well as their husbands, came in to pick up building supplies.

One Saturday up rolled Joe, week-end do-it-yourselfer, who from Monday through Friday did big things for the Chicago Tribune.

"How different your business is from the lumber yards we remember as boys," said Joe. "The bulk of your sales is still to contractors and builders, but the new do-it-yourself market has brought about big changes. Your lumber yards now attract women with displays of finished home projects—and stimulate as well as supply demand."



"Yes, Joe," replied Pete, "I've found that it really pays to open our doors to women, because they're the bosses of most do-it-yourself projects."

"That's right, Pete," agreed Joe. "And by attracting the little woman to Miller's through advertising, you can not only build up your do-it-yourself trade but also your contractor business."

"How's that again?" queried Pete.

"You can stimulate the do-it-yourself market," continued Joe, "by featuring finished home projects in your ads. Also establish Miller's as the best place for non-do-it-yourselfers to come for expert counsel on home modernization plans and advice on the contractors best qualified to do the jobs for them.



"That sounds like a good idea," continued Pete. "Let's put our heads together and see what we can up with."

And what they came up with made advertising history. A special 12-page rotogravure advertising section in the Chicago Sunday Tribune that created so much sales-making history that Pete ran two more 12-page rotogravure sections in the Chicago Sunday Tribune!

Now maybe you sell lingerie or lipstick instead of lumber, but if you want to sell more of them to women in Chicago, look up Joe. Nobody knows Chicago like the Tribune. Nothing sells Chicago like the Tribune. And Joe can give the facts to you.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

